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## **Essai sur une stratégie d'argumentation dans le discours public : *ad hominem***

**Abstract:** This research investigates an argumentation strategy widely spread within the public discourse: *ad hominem*. This strategy has been known since Antiquity and was included among sophisms, albeit it is not an argumentation error in all the situations it can be used in. We propose an expansion of *ad hominem* argumentation's classical meaning, from the invocation of the interlocutor's qualities to the addition of the qualities of the subject which is the focus of the argumentation thesis. On the other hand, we investigate the informal interpretation of this argumentation strategy (Woods and Walton), and also the place of this strategy in the pragma-dialectical approach of sophisms' systematization (van Eemeren and Grootendorst). We emphasize the privileged position this strategy occupies in political debate by assuming the concept of "peripheral argumentation" (Gauthier), but also the impact which such a strategy has upon the courtesy rules in communication.

**Keywords:** argumentation strategy, informal logic, public discourse, pragma-dialectical approach.