

## **Pour une esthétique du discours public**

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**Abstract:** The existence of an "aesthetic turn" in the culture of the last century is frequently invoked. Undoubtedly, we recognize "signs" of beauty not only in nature and arts, but in everyday life as well. The individual of our times seems largely preoccupied with the "anesthetization" of the world he lives in, the "beautification" of his own life. Industries, fashion, advertising are striving to increase the stimuli of seduction, manufacturing an eclectic and heterogeneous universe in terms of the tastes and styles displayed. The pessimistic interpretations assert, on the contrary, that the world is becoming more and more ugly, that the crises, inequalities, unemployment, environmental disasters are increasing, contributing to the disappearance of a harmonious way of life. The traditional complicity between Beauty, Good and Truth is again called into question, including in social communication. The public discourse is perceived more and more under the signs of derisory and precariousness. Is it a "crisis" of the content, or of vulnerabilities - formal and accidental - easy to remedy? Aesthetics could give an account of the elegance, beauty or sublime of a 'good' discourse, but also of the ugly, laughable, comical, vulgar, indifferent character of another, ill-conceived or ridiculous.

**Keywords:** "anesthetization" of the world, aesthetics of communication, the communicator artist, rhetorical speech, aesthetics of public discourse.