

Gilles GAUTHIER  
Université Laval à Québec (Canada)

## **La prime rhétorique à l'éthique dans le débat public**

Ah, Dieu, comme l'esprit peut hésiter dès  
qu'il se préoccupe de considérations morales  
ou éthiques

(Woody Allen)

**Abstract:** One of the main topics of the contemporary controversies regarding public debates concerns their reference to ethics: the moral considerations which support the different positions in a debate and even the general framework of their analysis. However, the main objective of this paper is to argue, by using the example of the polemic about the process of gentrification in Quebec, that it is superfluous to assume this ethical perspective because it doesn't play any useful role in the argumentative process. Nevertheless it has an important rhetorical function by offering a strategic advantage in the debate.

**Keywords:** moral considerations, public debates, Rhetorical strategies, gentrification