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La rhétorique des objets

The Rhetoric of Objects

Abstract: The objects of interlocution have an influence on the rhetoric because of the constraints inherent to their instructions for use. The examination of the constraints of the object allows us to see its influence on the style and also the limits which it imposes on the argumentation. The requirement of brevity modifies in depth the practices and the relation to its environment following the example of the theories exposed at the appropriate time by McLuhan. This rhetoric of the object leads furthermore to the progressive reification of the intelligence in automated practices. On the other hand, it produces a feedback of the subjects, that of the criticisms revealing the fatal effects and also inviting in other practices and regulations (for instance, that of the designers and promoters who are in a constant search for more affordance).

Keywords: rhetoric, stylistic, brevity, objectification, intermediation