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## **L'esprit de la nouvelle rhétorique de nos jours**

### **The Spirit of New Rhetoric in Our Time**

**Abstract:** The study which we place at the disposal of the interested reader aims to point out some of the dominant issues of the research in rhetoric which stand out at the current moment, as they appear in the book *La théorie de l'argumentation. La nouvelle rhétorique*, written by Chaim Perelman and Lucie Olbrechts-Tyteca and published in 1958. Some aspects are truly significant: (a) the break with the classical tradition of deductive thinking from Aristotle and Descartes up to the modern axiomatic systems; (b) the replacement of the idea of "validity transfer" (specific to analytical thinking) with that of "adhesion transfer" (specific to argumentative thinking); (c) placing maximum value on the idea of audience and on the idea of argument as cornerstones of adhesion. A special section is dedicated to the reception of the *Treatise...* and to the discussions, often contradictory, of its ideas.

**Keywords:** new rhetoric, audience, argument, oratory, adhesion