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## **Le pouvoir persuasif de la répétition. Une étude de cas : *Inside Chanel***

### **The persuasive power of repetition. A case study: *Inside Chanel***

**Abstract:** The aim of this article is to present some theoretical aspects related to the use of repetition as a rhetorical device that contributes to the structuring of discourse. We are particularly interested in the role of anaphoric repetition series in brand storytelling, with reference to the Inside Chanel campaign, which is analysed only by looking at the anaphoric repetitions that have the highest number of occurrences. In the first part, our interest lies in examining the rhythmical and cohesive effects of rhetorical anaphora, the term being understood in its broad acceptance. Even if we admit the unifying role of rhetorical anaphora, our analysis from the second part of the article focuses exclusively on this figure with the aim of demonstrating its present importance and effectiveness in constructing the persuasive discourse, in order not only to attract the attention of the audience, but also to arouse strong emotions in them. Our analysis reveals the manner in which rhetorical anaphora lends rhythmicity to the text, its phonic quality suggesting insistence on the message transmitted and thus contributing to the retention of the message. The examination also stresses the connecting strength and the emphatic effect of anaphora, the persuasive force of the constructed discourse being essential in the case of brand storytelling.

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