

Constantin SALAVASTRU
Université « Al. I. Cuza » de Iasi (Roumanie)

L'Enjeu du discours politique : convaincre, persuader, séduire

**The stake of political discourse :
to convince, to persuade, to seduce**

Abstract: The study is an analysis of political discourse through three perspectives which identify the key elements: convincement, persuasion, seduction. Despite the literal meanings of the said keywords, we are trying to mark the line between these in order to identify the particularities of political discourse in regards to what it can convince, persuade or seduce. The axis of discursivity, which has two polar opposites – scientific discourse (fully convincing) and literary discourse (fully seductive) reveals an interesting placement of the political discourse at an even distance from each other and in an permanently unstable balance.

Keywords: political discourse, conviction, persuasion, seduction