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Néo-rhétoriques “made in Belgium”: figures de style et argumentation

Abstract : During the second part of the twentieth century, two Belgian teams called for a new rhetoric. Gathered around Chaïm Perelman, the first one claimed that logic should be widened to include all aspects of argumentation theory ; under the name of “Groupe μ ”, the second one offered a rigorous linguistic theory of figurative language. This paper investigates the epistemological relations between both projects and works out the part played by stylistic device in argumentation.

Key words : new rhetoric, argumentation theory, figurative language