

Argumentative Strategies in Political Discourse

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Abstract

In this paper we intend to analyze some elements of rhetoric used in the present political discourse, mainly from the argumentative point of view. The approach I have adopted starts from the connection of rhetoric with argumentation and the interrogations', the polemic negation's and metaphor's effects on the increase of the public's consent to the promoted ideas. The paper has in view the providing of some adequate examples to support the theoretical framework on argumentative strategies and the emphasis on the characteristics of the persuasive structures used in the Romanian political discourses. The paper analyses the way in which the argumentative strategies become means of expressing the speaker's creativity, taking into consideration that the efficiency of these strategies is mainly given by the novelty of linguistic instruments used in the conceiving of a persuasive speech.