

РИТОРИКА

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ARGUMENT AS A WAY OF PERSUASION

Nowadays a particular interest is evoked by the persuasive speech, namely, the rhetorical argument. The ability to convince the interlocutor of the veracity of arguments is of great importance and it is impossible without understanding the essence of the rhetorical proof. Suggestion as a way of influence depends on a set of factors therefore it is also an important element of the argument.

The vindication is the ability to build affecting speech using rational arguments. In rhetorical purposes the vindication is applied in a pure form, especially, in official situations when there is a need to affect minds of the audience. But the vindication is even more important for the rhetoric as a base to build «rhetorically enriched» forms of argumentation. The main elements are thesis, arguments and demonstration of the connection between the arguments and theses. We cannot consider any interesting idea as the argument, but the one proving our thesis [1; p. 120]. The value of rational arguments depends much on the logic conformity.

Arguments have to be true. The true consequence follows, as we know, only from genuine promises. Breaking this rule leads to such mistakes in the vindication, as: a) the false argument is a wrong unscientific thought; b) the random argument is the right thought which is mistakenly presented as the proof of our thesis; c) the ridiculous argument is an extreme form of the false argument; it is an obvious and sometimes exaggerated mistake in the reasoning.

Arguments have to be the sufficient bases for the thesis. The author has to present proper arguments which confirm the protected thesis.

All diverse ways of the universal argument can be divided into empirical and theoretical. The empirical argument is the argument, leaning on the reasoning and not using direct references to the experience. The distinction between the empirical and theoretical argument is relative like the border between the empirical and theoretical definition.

From different ways of the theoretical argument the following ones are particularly important: the deductive argument (deducing a reasoned statement from other earlier accepted statements), the system argument (justifying the statement including it into a well-checked system of statements or into the theory), basic verifiability and refutability (demonstrating a basic possibility of empirical confirmation and an empirical denial of the reasoned statement), a compatibility

condition (displaying the compliance of the reasoned situation with the laws, principles and theories relating to the studied sphere of the phenomenon), the methodological argument (justifying the statement with a support on a reliable method by means of which it has been received) [3; p. 250].

All mentioned above methods of universal (empirical and theoretical) and contextual argument make a basis of all the ways of any argument, but, of course, they don't settle a set of possible receptions of persuasion [2; p. 200]. Direct confirmation is a direct supervision of those phenomena which are mentioned in the reasoned statement. Having indirect confirmation means confirmation of logical consequences of the reasoned statement, but not direct confirmation of the statement.

Suggestion is a concept which is mostly psychological, because through suggestion a rhetorician imposes on a listener a ready opinion on a given topic by acting on his mind. Thus, the problem of suggestion is to create a sense of voluntary perception other people's opinions in the addressee, its relevance and attractiveness. Creating a suggestion the author uses emotional arguments: psychological, figurative references to authorities. These arguments are built on estimates and norms, and have to seem true, rely on competent opinions, and refer to the personality. Suggestion directed on the audience sets as the purpose to force a person to accept the offered ideas affecting his sensual and emotional spheres and to be guided by them in practical affairs.

Specificity of rhetorical argument is a complex phenomenon and if the speaker wishes to achieve a success, he has to take into account a number of factors: a form of submission of the text, the competence of audience, which the speaker addresses to. Besides, the speaker has to consider his own social status to be rather competent for this audience. In order to impose his judgment on a specific question to the audience the speaker has to use only his own eloquence, but also to take into account the psychological factor of the audience.

References:

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2. Rozhdestvenskiy Y. V. Theory of rhetoric//Moscow, 2005. – 304 pages.
3. Hazagerov G. G. Rhetorical dictionary//Moscow, 2004. – 432 pages.