

## **PhD course: “Argumentation Theory: A Pragma-Dialectical Perspective”**

In the context of *LAND Doctoral Programme in Applied Linguistics: Managing Languages, Arguments and Narratives in the Datafied Society*

ECTS: 2

### **Program:**

#### **Monday 25 September 2023 (room 355. Main building)**

**14.00-15.30** Argumentation theory as a discipline with a complex research program and two dominant theoretical perspectives (dialectical and rhetorical)

**16.00-17.30** A code of conduct for reasonable argumentative discourse and the fallacies as violations of this code of conduct

#### **Tuesday 26 September 2023 (room A23. Red building)**

**9.00-10.30** Argumentation analysis as resolution-oriented reconstruction making use of pragmatic and dialectical insight

**11.00-12.30** Exemplary analysis of a specific case (KLM); explaining the need for including strategic maneuvering

#### **Wednesday 27 September 2023 (room A23. Red building)**

**9.00-10.30** Strategic maneuvering to reconcile aiming for effectiveness and maintaining reasonableness in different kinds of argumentative practices

**11.00-12.30** Extending the exemplary analysis of the specific case (KLM)

#### **Thursday 28 September 2023 (SA-015. Black building)**

**9.00-10.30** The three dimensions of argumentative style (topical selection, adaptation to audience demand, exploitation of presentational devices); analytically relevant argumentative moves, dialectical routes and strategic considerations as indicators of argumentative style

**11.00-12.30** Exemplary analysis of the argumentative style utilized in political advertising

- Place: USI, Lugano
- Lecturer: prof. Frans H. van Eemeren

### **Topic, focus:**

The program aims at providing a coherent view of modern argumentation theory by giving an introduction in one of the most prominent approaches: the pragma-dialectical theory. Before discussing the insights defining this theory, it is first explained that argumentation theory is a discipline with a complex research program dominated by two theoretical perspectives: the dialectical view and the rhetorical view. Then the pragma-dialectical code of conduct for reasonable argumentative discourse is introduced and it is made clear that this code is instrumental in excluding (and detecting) non-productive argumentative moves traditionally known as ‘fallacies’. Next it is discussed how argumentative discourse in real-life argumentative practices can be analysed as an effort to resolve a difference of opinion by means of a systematic reconstruction making use of pragmatic and dialectical insight. An exemplary analysis of an actual discourse demonstrates how such a reconstruction is made. Following on from this analysis, the pragma-dialectical notion of ‘strategic manoeuvring’ is introduced, which refers to the arguers’ continual efforts in different kinds of argumentative practices to reconcile aiming for effectiveness and maintaining reasonableness. The earlier analysis is then extended with the help of this notion. In concluding the program, the notion of ‘argumentative style’ is discussed, which covers not only the presentational aspect of style, but

also the topical selection from the available argumentative means and the adaptation to audience demand. Argumentative styles can be identified by making use of the pragma-dialectical concepts of 'analytically relevant argumentative moves', 'dialectical routes' and 'strategic considerations'. This is demonstrated in an exemplary analysis of a case of political advertising.

**Main value added from a theoretical and methodological perspective:**

The added value of this course from a theoretical and methodological perspective should be that fundamental insights are gained in crucial concepts instrumental in the theorizing about argumentation and their role in argumentation research values have indeed been realized in the case of individual participants.

**The main value added from a practical perspective:**

Its added value from a practical perspective should be that it has become clearer how real-life discourses stemming from various argumentative practices can be systematically analysed and accounted for. The assignment at the end of the program is aimed at checking whether these two added.

**Preparatory literature:**

Eemeren, F. H. van (2018). *Argumentation theory. A pragma-dialectical perspective*. Dordrecht etc.: Springer. Argumentation Library 33 (particularly chapters 1, 3, 6-10).

Eemeren, F. H. van, Garssen, B., Greco, S., Haafte, T. van, Labrie, N., Leal, F., & Wu, P. (2022). *Argumentative style. A pragma-dialectical study of functional variety in argumentative discourse*. Amsterdam-Philadelphia: John Benjamins. Argumentation in Context 20 (particularly chapters 1-5).

**Evaluation:** the assignment - a short essay task, which will be explained on Thursday 28 September

**Bio notes/ Profiles**

FRANS H. VAN EEMEREN is Emeritus Professor of Discourse Analysis, Argumentation Theory and Rhetoric at the University of Amsterdam, President of ILIAS and ISSA, Distinguished Scholar of the National Communication Association (USA), Doctor Honoris Causa of the Università della Svizzera italiana (Switzerland) and Guest Professor at Leiden University, Jiangsu University, Sunyat Sen University and Zhejiang University.

Van Eemeren is founder of the Pragma-Dialectical theory of argumentation. The monographs in English he (co)authored include *Speech Acts in Argumentative Discussions* (1984), *Argumentation, Communication, and Fallacies* (1992), *Reconstructing Argumentative Discourse* (1993), *A Systematic Theory of Argumentation* (2004), *Argumentative Indicators in Discourse* (2007), *Fallacies and Judgments of Reasonableness* (2009), *Strategic Maneuvering in Argumentative Discourse* (2010), *Handbook of Argumentation Theory* (2014), *Reasonableness and Effectiveness in Argumentative Discourse* (2015), *Prototypical Argumentative Patterns in Discourse* (2017), *Argumentation Theory: A Pragma-Dialectical Perspective* (2018), and *Argumentative Style* (2022). Among his textbooks in English are *Argumentation: Analysis and Evaluation* (2<sup>nd</sup> ed. 2017) and *Argumentation Between Doctors and Patients* (2021). Several of these books have been translated in various other languages.

Van Eemeren is Editor-in-Chief of the journal *Argumentation* (Springer), the book series Argumentation Library (Springer), the *Journal of Argumentation in Context*, and the book series Argumentation in Context (John Benjamins).