



at the Porter Institute

INVITATION

With the kind participation of the School of Cultural Studies, the Porter Institute for Poetics and Semiotics and the program of French Culture at TAU.

Tuesday 31.5.2022, 4: 15 PM-7:45 PM

Webb 103 and Zoom. In English

Prof. Frans van Eemeren, Amsterdam

Lecture 4:15 PM- 5.45 PM

Argumentative style: A Pragma-Dialectical Perspective

Workshop 6:15 PM-7:45 PM

The study of reasonableness and effectiveness in argumentative discourse



Prof. van Eemeren is the founder of the Amsterdam school of Argumentation known as pragma-dialectics and focusing on conflict resolution. He reconciled the dialectical and rhetorical dimensions of argumentation (being reasonable and being effective) through the notion of strategic maneuvering. He is the editor of important argumentation series at Benjamins and Springer, the chief editor of the journal *Argumentation* and the journal *Argumentation in context*, and the (co-)author of and (co-)editor of numerous books.

Join Zoom Meeting: <https://tau-ac-il.zoom.us/j/89148178648>

Meeting ID: 891 4817 8648 (open access)



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Argumentation & Rhétorique
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