

Argumentation from the perspective of persuasion theories

Marek Tokarz, University of Silesia

If we are to decide whether a particular argumentation is **correct** or incorrect, we have to examine its logical properties, but it is purely psychological factors that decide whether or not the argumentation under question is **effective**. As we all know, invalid arguments can be quite convincing, as well as valid ones unconvincing. Our aim in this lecture is to take a closer look at the most important of those psychological factors, which have been investigated, among others, in the so called ELM model and in the theories of social judgment and cognitive dissonance.