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### **Pragmatical and rhetorical aspects of argumentation**

#### **Abstract**

The talk presents aspects of argumentation in which the rhetorical phenomenon of ethos (character of the speaker, Aristotle 1991) plays an important role. In natural contexts, the receiver decides about the acceptability of information using not only the content of an utterance as logical models assume, but also the credibility of its sender (Budzynska 2013). Imagine that John says: *A* because *B*. When evaluating the acceptability of the information *A*, the receiver can use (at least) two types of rhetorical strategies of cognition: a strategy based on logos, if he takes into account the argument *B*, or an ethotic strategy, if he takes into account John's ethos. In the talk, I will show how models of inferential structures can be extended to include dialogical and illocutionary structures. The new model, Inference Anchoring Theory IAT (Budzynska and Reed 2011), employs the elements of speech act theory (Austin 1962, Searle 1969), in particular the notions of locutionary and illocutionary act and their constitutive rules. IAT allows to show that discourse events are linked together with their propositional contents through a given illocutionary force which is related to the ethotic presumptions describing the character of the speaker.

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