

Contents

1	Some Highlights in Recent Theorizing: An Introduction	1
	Frans H.van Eemeren and Bart Garssen	

Part I Theoretical Perspectives

2	Rhetorical Argument	17
	James F. Klumpp	
3	Meta-argumentation: Prolegomena to a Dutch Project	31
	Maurice A. Finocchiaro	
4	Wittgenstein’s Influence on Hamblin’s Concept of ‘Dialectical’	49
	Ralph H. Johnson	

Part II Views on Dissensus and Deep Disagreement

5	Can Argumentation Always Deal with Dissensus?	61
	James B. Freeman	
6	The Appeal for Transcendence: A Possible Response to Cases of Deep Disagreement	77
	David Zarefsky	
7	Cultural Diversity, Cognitive Breaks, and Deep Disagreement: Polemic Argument.....	91
	Manfred Kraus	

Part III Types of Argumentation

8	When Figurative Analogies Fail: Fallacious Uses of Arguments from Analogy	111
	Manfred Kienpointner	

9	Current Issues in Conductive Argument Weight	127
	Thomas Fischer	
10	Instruments to Evaluate Pragmatic Argumentation: A Pragma-Dialectical Perspective	143
	Constanza Ihnen	
 Part IV Classical Themes Revisited		
11	The Nature and Purpose of Aristotelian Dialectic Revisited: Argumentation Theory, Scientific Controversies and Epistemology	163
	Marta Spranzi	
12	The <i>Ethos</i> of Classical Rhetoric: From <i>Epieikeia</i> to <i>Auctoritas</i>	181
	Janja Žmavc	
13	The Emotions' Impact on Audience Judgments and Decision-Making in Aristotle's <i>Rhetoric</i>	193
	Andreas Welzel and Christopher W. Tindale	
14	Argumentative <i>Topoi</i> for Refutation and Confirmation	209
	Anders Eriksson	
 Part V Visual Argumentation		
15	On Images as Evidence and Arguments	223
	Ian J. Dove	
16	Pictorial Argumentation in Advertising: Visual Tropes and Figures as a Way of Creating Visual Argumentation	239
	Jens E. Kjeldsen	
17	The Narrator and the Interpreter in Visual and Verbal Argumentation	257
	Paul van den Hoven	
18	Visual Argumentation: A Further Reappraisal	273
	Georges Roque	
 Part VI Empirical Research		
19	The Argumentative Structure of Some Persuasive Appeal Variations	291
	Daniel J. O'Keefe	

20 **The Costs and Benefits of Arguing: Predicting
the Decision Whether to Engage or Not.....** 307
 Dale Hample, Fabio Paglieri, and Ling Na

21 **The Extended Pragma-Dialectical Argumentation
Theory Empirically Interpreted** 323
 Frans H. van Eemeren, Bart Garssen, and Bert Meuffels

Index..... 345