

Comparaison : de la référence à l'argumentation

Comparison: from reference to argumentation

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Abstract: Based on the work of the jubilee on the tools of comparison in French, the contribution focuses on the rhetorical force of this structure in a bilingual corpus collected on the theme of orthographic debates. The argumentative effects can be veridictional, intensive or, on the contrary, disqualifying. After recalling the grammatico-syntactic functioning of the comparison of equality in German, the starting point for the examination of its use in speech, the second part exposes its oratorical effects, differentiating between the “logical” comparison and the argumentative comparison. The last part illustrates the implicitly disqualifying effect of certain comparisons.

Key words: French and German corpus, logical comparison, argumentative comparison, rhetorical effect, disqualification.