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# ARGUMENTATIVE APPROACHES IN THE COMMUNICATION PROCESS IN ARAB CULTURE

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## ABSTRACT

This article seeks to define arguments in the communication process within Arab culture due to its great importance. We have examined the approaches used in the rhetorical, logical, and systematic persuasion process.

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## KEYWORDS

Arguments, Persuasion, Rhetoric, Logic, and System

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## Introduction.

Argumentation has been linked to the history of philosophy and the arts of rhetoric, persuasion, and eloquence. It was studied by sophists since the fifth century BC. It aimed to capture the audience's positions and encourage them to engage in political, religious, or intellectual positions. Argumentation has often been used in both Western and Arab cultures to mean debate, debate, or rhetoric, among other synonyms.

Historically, we find manifestations of argumentative practice in philosophical dialogues, particularly in the Greek heritage, such as Plato's dialogues and the contributions of Protagoras and Gorgias, known for their establishment of the dual discourse (for/against) in addressing every philosophical or political issue. In addition, Aristotelian dialectics, particularly in the methods of deduction and induction, and the attempt to codify rhetoric, are also discussed. Therefore, in the midst of this historical process, we ask: What is argumentation? We attempt to explore its characteristics, fields, and most prominent approaches.

## 1- The concept of argumentation and its relationship to communication

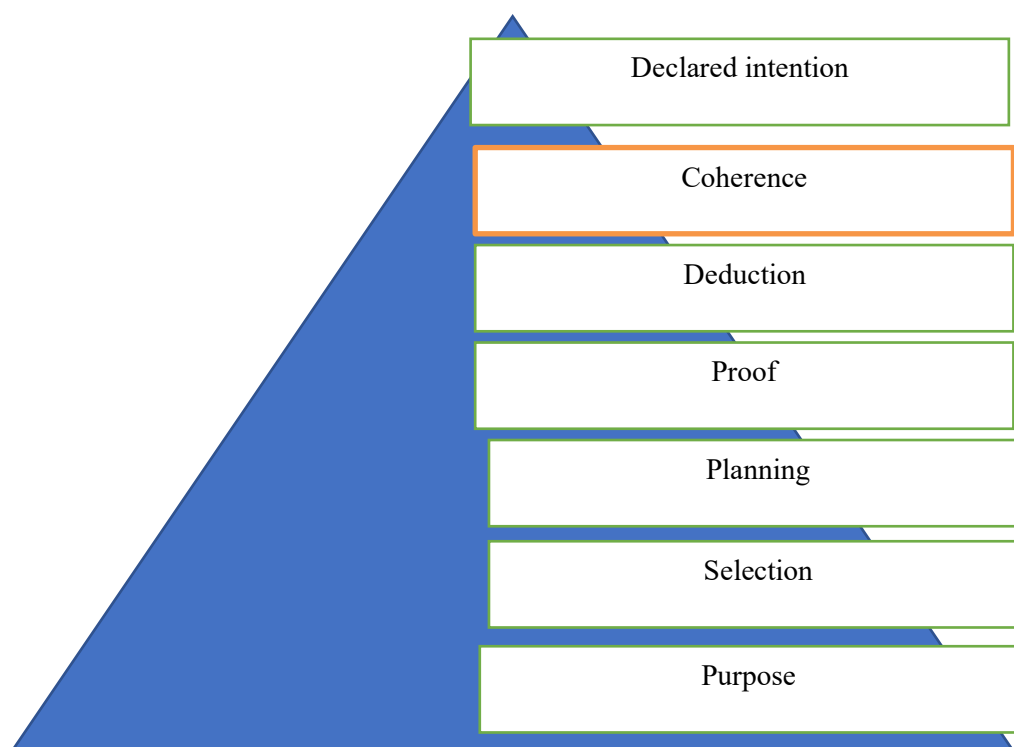
Argumentation is a process by which someone aims to persuade their interlocutor to adopt a certain position by resorting to arguments designed to highlight this position or the validity of its foundations. It is therefore a process aimed at convincing and influencing others. Dominique Maingueneau defines it as: "A mechanism aimed at making certain results acceptable to a specific audience in a specific circumstance." Another definition refers to the concept of discourse, and thus focuses on the two poles of the communicative process, as "argumentative discourse is directed discourse, and every discourse that aims to persuade necessarily has an argumentative dimension." Once argumentation is linked to discourse, we assume a sender and a recipient. The goal and purpose of argumentation here is to influence the recipient through persuasion or understanding. However, Taha Abdel Rahman does not recognize the separation of argumentation from discourse. There is no argumentative discourse and no non-argumentative discourse, as he recognizes the rule that "there is no discourse without argumentation." Therefore, for him, discourse is based on both the communicative and inferential relationships, with the latter being an original relationship from which branches

out. It is not separate from it and does not branch out from it. That is, if a discourse contains a conversational relationship, it must be reduced to an inferential relationship. “The utterance that deserves to be considered a discourse is the one that fulfills all the transactional requirements required for what is called argumentation. Argumentation is defined as any utterance directed at others to make them understand a specific claim that they have the right to object to.” In their definition of argumentation, Parlament and Tetika focus on the techniques and mechanisms of argumentation. For them, the subject of argumentation is “the study of argumentation techniques that are likely to lead minds to accept the propositions presented to them, or to increase that acceptance.” (Bergane, 1999-2000, p. 35)

## 2- Characteristics of Argumentation

Argumentation is characterized by a set of characteristics that distinguish it from other types. This type is considered an argument to invalidate other opinions and thus provide conclusive proof. It strives to change the beliefs of the objector. Among its characteristics are:

- Logical reasoning
- Reasoning based on examples and events
- Use of conditional methods
- Presenting valid reasons and their consequences clearly
- Use of persuasion methods based on affirmation tools
- Reasoning based on the Holy Quran and the Prophet's hadiths, quoting them frequently (Fadloun, 2019-2020, p. 10)



Declared intention: To create impact and persuade the recipient

Coherence: Adopting a logical presentation of the stages

Deduction: Following a rational context organized according to elements

Proofing: Using arguments to persuade the recipient to respond

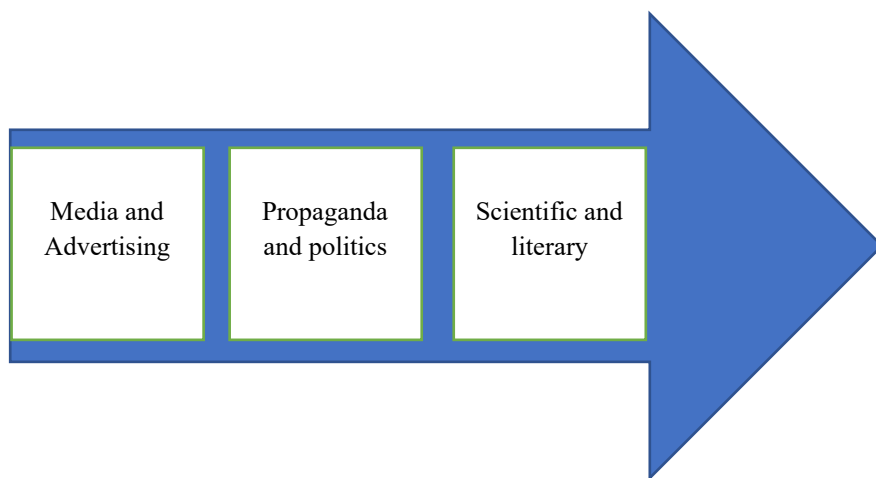
Planning: Preparing the argumentative text in advance

Selection: Selecting appropriate elements

Purpose: Striving to encourage change, modification, or reinforcement in the other party

### 3- Areas of argumentation

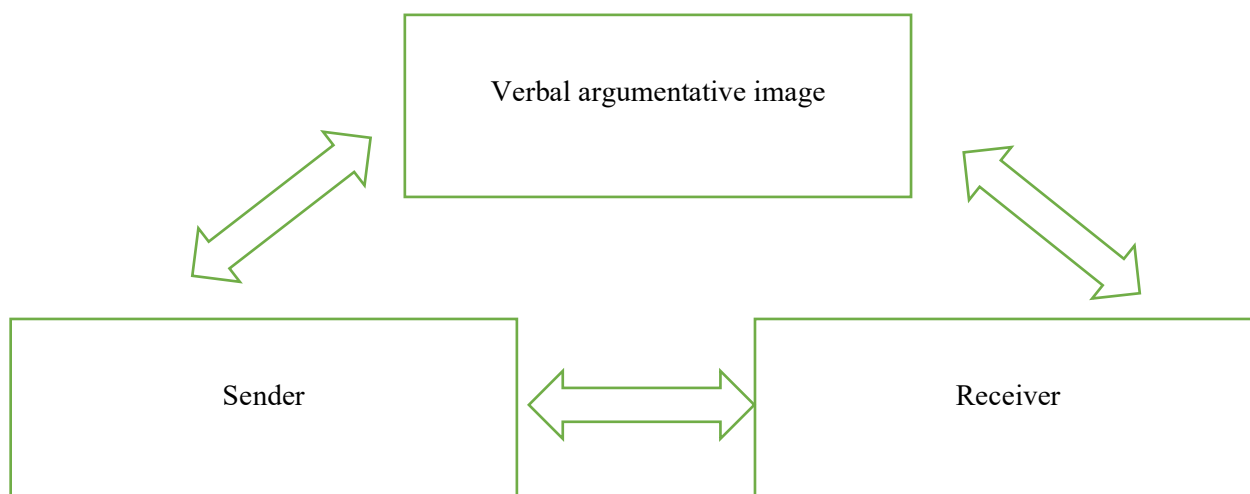
The areas of argumentative discourse vary according to the objectives of the argumentative message. (Fadloun, 2019-2020)



### 4- The Rhetorical Approach

Argumentation is the backbone of the public speaking process as a means of persuasion and understanding, not as a form or genre of expression. Rhetoric is a style of public speaking, and this style achieves what is called purposeful composition. Since the sciences of rhetoric are diverse, encompassing meanings, rhetoric, and aesthetics, and its multiple means of accessing the meanings of speech are essential to any recipient's mind and heart, and the clarity, refinements, and methods this entails, particularly argumentative rhetoric, this has enabled what is called rhetorical argumentation. Rhetorical argumentative discourse is directed at both the heart and mind by combining the two contents: rational argumentation and its rhetorical images. Rhetoric cannot achieve persuasion, or even understanding, by achieving impact and attraction except through arguments. However, they are incapable of withstanding and coherence in the face of rational penetration and igniting doubt unless they are reinforced by strong rational arguments that reflect belief, eliminate suspicion, and achieve persuasion. (Hamoudi, 2012, p. 177)

### 5- Logical approach



The sender sends an argumentative verbal image to the receiver in the form of a message in a natural language. This message is planned and is the product of social behavior and part of the communication process that includes subjective words that indicate the speaker (sender) contextually. Therefore, it is not natural, formal, or formal, but rather embodies and expresses the sender's self. In the logical argumentative approach, the sender directs a message that includes realistic, cognitive, and mental representations to the receiver, who reconstructs it anew. The argumentative message can only be constructed within a temporal, spatial, and

cultural context before directing it to the receiver, which gives the message an argumentative dimension par excellence. Accordingly, it represents a semiotic image related to the subject of the sender and the receiver alike. Accordingly, this approach is concerned with persuasion through logic and reason, where the arguer turns into a theatrical director to convince the receiver of a specific message according to the surrounding context. (Hamoudi, 2012, p. 182)

#### **6- The systemic approach**

This is the theory of linguistic argumentation, developed by Anscombe and Oswald Decroux. It holds that human language is inherently argumentative in nature. It therefore proceeds from the humanistic premise that we learn for the purpose of influence. This is evident in the structure of utterances themselves, phonetically, morphologically, syntactically, and semantically. In other words, every text is an argumentative, deductive discourse structure, either explicitly or implicitly. Accordingly, the theory of linguistic argumentation falls within the modern semantic theories that present new concepts of meaning and propose new proposals on many linguistic issues and phenomena, transcending logical problems. The communicative, informative function is merely a secondary function. Thus, linguistic utterances inherently carry intrinsic linguistic indicators that indicate their argumentative nature, such as when we say, "Algerians are Africans," or "Zayd is Algerian" = "So Zayd is African" (proof or logical syllogism). (Arabi, 2008, p. 101)

#### **Conclusions**

In conclusion, we say that argumentation is an agreement on a certain opinion among a group of people who rely on a set of evidence that indicates it. We can also say that it is a set of theories that are concerned with all types of sciences and knowledge, so evidence is evaluated to show the extent of its consistency with what some opinions say. Argumentation takes different approaches, whether rhetorical, logical or linguistic, based on the goal or argumentative purpose, whose primary goal is to convince or influence the recipient.

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