



## **The Doctoral School Second International Conference**

### **The Art of Persuasion: Basics and Methods**

#### **Call for Paper**

Under the supervision of Professor Slim Idriss, President of the University of Tunis, and Professor Sleh Eddine Ben Faraj, Dean of the Faculty of Humanities and Social Sciences in Tunis, the Doctoral School at the Faculty of Humanities and Social Sciences in the University of Tunis, is organizing an international conference on:

**“The Art of Persuasion: Basics and Methods”**

On Thursday and Friday, February 6th and 7th, 2025.

**Titles and summaries should be sent to the following email address:**

**[coledoctoralefshst@gmail.com](mailto:coledoctoralefshst@gmail.com) no later than November 20th, 2024 and the full contributions should be submitted by January 20th, 2025.**

" The Art of Persuasion: Basics and Methods "

#### **The Academic Paper:**

It is obvious that while discussing various topics and issues, speakers defend their opinions and strengthen their hypotheses trying to persuade others of the validity

of their arguments. Naturally, any presentation of an idea, concept, theory, or even a promoted product or item seeks to influence the audience and convince them of the usefulness of what is presented, often highlighting its value and necessity. Speakers who seek to gain an intellectual consent and make hearts believe in suggested theses and like them, which is the ultimate objective of discourse, must adopt various approaches and have precise techniques. They are also expected to rely on a range of techniques that enable them to influence their audience, whether individually or collectively, and convince them of the discourse's content and the soundness of their argument.

Therefore, persuasion appears to be a simple concept but it is, in fact complex and intricate. It essentially involves changing attitudes, tendencies, ideas, and behaviors. It represents an intriguing intersection between the rational and logical on one hand, and the emotional and seductive on the other. The more diverse its methods and techniques are the more the speaker develops a given strategy. This has often a logically sound influence on beliefs and ideas while relying on clear evidence and reasonable arguments. Sometimes, in many contexts and for various reasons, it can become a form of deception, illusion, and manipulation, even coercion, leading to submission with no genuine conviction of the positions and ideas.

Furthermore, persuasion varies in degree and level; it can be strong at times and weak at other times. The results range from minimal impact on others to a complete rebuttall, leading thus to a total subjection. In all cases, the objective

of discourse is to subject the audience and compel them to acknowledge that the content is reasonable, the theses are important, and the ideas are sound. To achieve this goal, the speaker must take into consideration the scope, the context, the type of audience, their intellectual, social, and economic conditions, as well as their characteristics and most detailed traits.

This is why psychologists speak about “persuasion skills,” sociologists use “dialogue culture” and “persuasion behaviors,” and those interested in rhetoric and discourse analysis talk about “argumentation.” Persuasion has held a prominent place in philosophy, theology, jurisprudence, and the sciences of religion, both in ancient and modern times, in the East and West. Historians and geographers have never hidden their need for techniques of influence and persuasion. Moreover, persuasion has gained significant importance in the arts and media, that is why we often use the concept of persuasion through images, music, and aesthetics, with various meanings and purposes. In all the fields aforementioned, persuasion relies on methods and techniques, leading to applications and strategies.

For all these reasons, delving into the subject of persuasion, its basics, and methods becomes a multidisciplinary topic open to diverse fields of knowledge.

The research fields and themes could be summed up as follows:

- Persuasion: the concept and challenges
- Methods and strategies of persuasion
- Persuasion in relation to types of discourse: is it unique or multiple?

- Persuasion between the power of argument and the strength of the argument
- Deception and illusion in discourse
- Convincing between the possible and the impossible
- Persuasion in scientific research: skills of organization, coherence, and reasoning
- Dialogue as behavior and persuasion as culture between the existing and the desired
- Persuasion in the digital age

Professor Samia Dridi Chairwoman of the conference organizing committee and  
Director of the Doctoral School

Professor Soumaya Mestiri Conference Coordinator