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***Enchanting Bewilderment  
Concerns of Visual Rhetoric***

Human experiences that are spatially oriented, non-linear, multidimensional and dynamic often can be communicated only through visual imagery or non-discursive symbols. Therefore for a more inclusive and comprehensive rhetorical theory it is of outstanding significance to develop the "indiscipline" of visual rhetoric. Visual rhetoric (grounding and framing visual communication theory) calls for the transcoding of the classical system: the canons, the proofs, argumentation and figures.

The paper aims at providing – with a meta-critical and analytical approach – an intellectual venture upon systemizing visual rhetoric. Visual rhetoric will be dealt with as a perspective on the study of visual data and will be framed by means of the traditional discipline. Emphasis is going to be laid upon differentiation between visual rhetorical argumentation and other modes of persuasion.

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