

Argumentation patterns and strategies in financial communication genres

Rudi Palmieriⁱ

Ever since its origins in Ancient Rhetoric, the study of argumentation has been characterised by an explicit and strong interest in the actual uses of reasoning in contexts of public interaction, particularly politics and law. In recent years, the range of contexts investigated by the argumentation community has significantly extended to include domains like health, science and education, journalism and finance. In this talk, I will present financial communication as an inherently argumentative context and an emergent field of argumentation research. I will explain why argumentation is so relevant for finance and what benefits argumentation research can gain from studying the strategic uses of arguments in the financial context (Palmieri, 2017). Then, I will discuss some significant results obtained from the dialectical and rhetorical analysis of argumentative interactions in different financial market activities. More in particular, I will review and discuss recent studies which attempt to bring together qualitative and quantitative analytic approaches through computer-aided manual and semi-automatic annotation of corpora referring to different financial communication genres, like entrepreneurial pitches, earnings conference calls, profit warnings and financial news stories and comments.

REFERENCES

[1] Palmieri, R. (2017). The Role of Argumentation in Financial Communication and Investor Relations. In: A. Laskin (Ed.), *The Handbook of Financial Communication and Investor Relations* (chapter 4, pp. 45-60). John Wiley & Sons.

ⁱ Department of Communication and Media, University of Liverpool.
Rudi.Palmieri@liverpool.ac.uk