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Nota di contenuto	Introduction -- Argumentation and rhetoric in visual and multimodal communication / Assimakis Tseronis and Charles Forceville -- Rhetoric, argumentation, and persuasion in a multimodal perspective / Georges Roque -- The rhetorical and argumentative potential of press photography / Jens E. Kjeldsen -- Editorial cartoons and art: arguing with Pinocchio / Leo Groarke -- Arguing with illustrations: a visual archaeological debate about the proper place of australopithecus africanus / Ian J. Dove -- Perspective by incongruity: visual argumentative meaning in editorial cartoons / Paul Van Den Hoven and Joost Schilperoord -- The argumentative relevance of visual and multimodal antithesis in Frederick Wiseman's documentaries / Assimakis Tseronis and Charles Forceville -- Seeing the untold: multimodal argumentation in movie trailers / Janina Wildfeuer and Chiara Pollaroli -- Employing film form and style in the argumentative analysis of political advertising / Magnus Hoem Iversen -- Embodied argumentation in public debates: the role of gestures in the segmentation of argumentative moves / Jerome Jacquin -- The "seeds" of charisma: multimodal rhetoric of Mussolini's discourse / Isabella Poggi.

