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Abstract: In this text, the author revisits the meaning and scope of rhetoric from the perspective of Charles S. Peirce, one of the most illuminating and incisive North American thinkers of the end of the 19th century. Through examining different Peircean texts dealing with rhetoric within the richness of his philosophical-logic proposal, this article first unravels how Peirce lays the foundation of rhetoric as a science in the context of his philosophy; second, shows how Peirce's view revives rhetoric by opening its field of action and by setting it on semiosis; and third, ponders how this vision consolidates rhetoric in our being one-with-another.

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