

ABSTRACT IN ENGLISH

My dissertation aims at applying pragma-dialectical concepts to banks' annual reports. It is divided into three parts: in the first part the main theories of argumentation, from Aristotle to the most recent philosophers, are summed up. In particular, we intend to set the pragma-dialectical approach among argumentation theories and to explain the way how the School of Amsterdam has adopted previous concepts and has applied them to real argumentative communication.

In the second part of our dissertation the main features of texts, and especially of argumentative texts, are highlighted. We also stress the fact that every text, even if written, has a dialogical nature. Moreover, we introduce banks' annual reports as means of interaction in economic and financial communication. In the third part of our dissertation we focus our attention on annual reports as means of persuasive discussion on the basis of the pragma-dialectical concepts regarding the *critical discussion*. In particular, the last chapter deals with the technique of *strategic maneuvering*, which tries to restore the balance between dialectic and rhetoric and stresses the necessity of their coexistence in the same text in order to argue successfully.