

:

**(Argumentation)**

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Refutation \_\_\_\_\_ -

(Verderber,1991:332)

Persuasion \_\_\_\_\_ -



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.(Mcpeck,1990:7-9)

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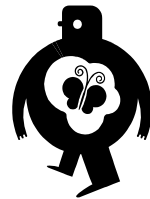
.(Bonaito&Fasulo,1997)

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(Rancer *et al.*, 1997)



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Johnson & )

(Roloff, 1998

Shultz " "



(Rancer *et al.*,1997)

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Johnson & )

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(Antaki & Leuder 1992)

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"Albert North Hewaithide

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"Bertrand Russel

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.(Russel, 1979)

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 (Cronbeck *et al.*, 1995, (

413)

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(Hilton, 1990)

.(Nofsinger, 1991: 37)

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Enfinite "

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Ransser



(Halo Effect)

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