O PAPEL DA PLATAFORMA GERADORA NA ORGANIZAÇÃO TEXTUAL DOS GÊNEROS PERSUASIVOS

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ABSTRACT: This paper, based on the Theory of Text approach, intends to demonstrate that: (1) each persuasive genre has in its textual organization a ´generator platform´- PG-; (2) the PG is materialized by a macro-textual unit; (3) This PG is responsible for the distribution of the argumentative relations in a text; (4) this PG gives some instructions to find out the argumentative dimension of the text; (3) the materialization of the PG depends on the genre studied. This study was developed in two persuasive genres that circulated during the Minister election, in the beginning of 2002: one editorial and one outdoor.

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1 Este trabalho seguirá a norma do português formal do Brasil.
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