**ABSTRACT:** To determine what the notion of linguistic argumentation can bring to the understanding of rhetorical argumentation, we’re going to describe a political speech and we’re going to confront two types of analysis: the one that authorizes the semantic Theory of Argumentation in Language, more exactly the Theory of the Semantic Blocks (TBS), and the one allowed by the Discourse Analysis (DA). How do the theoretical propositions of the TBS allow to describe the rhetorical discourse considering its radical conception of argumentation? Mutually, on which semantic basis leans the AD when it describes the argumentative rhetoric? Although these two theoretical currents are in opposition in their way to conceive argumentation, their analysis would be additional, each observing the argumentation at a different level. What the AD indicates by "argumentation", namely the argumentative organization of discourse, is, for the TBS, a combination of linguistic argumentations and a polyphonic stage setting. The introduction of the linguistic argumentation brings on a certain conception of the "reason" (logical proof) operated in the argumentative rhetoric, this one based on the organization of language in semantic blocks.