

Polemical Exchanges on Facebook: Some Technodiscursive Specificities

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Abstract. This article focuses on a series of polemical exchanges produced in the comments section of a Facebook post concerning current political events in Côte d'Ivoire. We adopt Ruth Amossy's (2014, 2021) approach, which defines polemic as an argumentative modality, as well as Paveau's (2017) approach to native digital discourse. Our analysis of the polemical exchanges shows that both their structure and their argumentative content are shaped by the specific features of the digital communication environment.

Keywords: argumentation, polemical exchange, discourse analysis, native digital discourse, social media, ethos, pathos, discursive violence, emoji, Côte d'Ivoire.