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b) Panel: The Powers of Persuasion

c) Title of the Paper: “The Failure of the Socrates’ Discourse in Plato’s *Gorgias*”

d) Language to deliver my lecture: english.

e) Final Abstract: This paper aims to analyze the causes of the persuasive ineffectiveness of the Socrates’ discourse in Plato’s *Gorgias*, when he confronts Callicles. The character’s recalcitrance discloses precisely the limits of the Socratic *elenchos*, which, applied to interlocutors who don’t believe in the Socrates’ moral convictions, doesn’t have any persuasive effectiveness. The monologue into which Socrates is driven, since Callicles refuses the dialogue (505c-d), is the highest evidence of the *elenchos*’ collapse in the *Gorgias*. In this sense, Plato elucidates, through Callicles’ case, that the condition of the protreptic *elenchos* and its capacity to persuade people of philosophical life’s superiority is the type of interlocutor against which it is used. Hence, the absence of *philia* between Socrates and Callicles in the dialogue would be consequence of incompatibility between two distinct ways of life (the philosophical and the political ones, respectively), between two distinct types of *ethos*, and, finally, between two distinct types of *physis*. This gulf between the two characters therefore would explain the persuasive failure of the Socrates’ discourse in the *Gorgias*.