

**Abstract:**

Philosophy is traditionally defined against rhetoric. The traditional difference between philosophy and rhetoric is based on a distinction between truthful and persuasive speech. The history of philosophy offers a number of examples how to approach the relationship between truth and persuasiveness. However, this relationship was traditionally taken in such a way so that philosophy could be defined against rhetoric. This approach can also be found in the texts of Immanuel Kant. From this point of view, Kant's project of critical philosophy can be interpreted as an attempt to purify philosophy and separate it from rhetoric. But when Kant defines the philosophy against rhetoric, he falls into obvious contradiction. As the critical philosophy helps to realize the ideas of the Enlightenment, thus, it also helps to spread the light of reason. However, the spread of general enlightenment requires an effective link between philosophy and rhetoric, i.e. between truth and persuasiveness. Since the critical philosophy is the instrument of enlightenment, it acquires its rhetorical dimension. A closer examination of the rhetorical dimension of Kant's critical philosophy, which still represents a certain desideratum of Kant Studies, thus opens up completely new research and interpretation possibilities.