The utility of Perelman's universal audience

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I will endeavour to appraise Perelman's concept of the Universal Audience (UA). If indeed the measure of an argument's worth is solely dependent upon the UA's adherence to it, this fails to specify why the UA adheres to certain arguments and not others. For Perelman's theory to be an improvement over a Protagorean view requires such a specification. Moreover, if freedom from prejudice and incompetence are the relevant characteristics of the UA, then why not simply declare that the worth of the argument itself is measurable by its freedom from prejudice and its competence?