

LET'S FOCUS ON PATHOS

How can you incorporate pathos?

- You can use **descriptive language and imagery**, which evokes emotions. ('This life-saving dishwasher will enhance your life and lighten your load.')
- You can **identify values / emotions** which relate particularly to your audience, and play on them. ('I know you care for your family, so...')
- You can use **personal stories** to appeal to the sympathies and emotions of your audience. ('When I lost my job, I knew how important it was to...')

EXAMPLES:

- » If you don't go on this holiday you will regret it. You don't want to live with regrets, do you?
- » You love your dog; so buy this dog food, as it will help him to get all his nutrients.
- » You have been poorly treated. You have been taken advantage of. Now is the time to take action.

Pathos is an appeal to emotion; it is a means of convincing the audience by creating an emotional response.

Why use pathos?

If your audience is emotionally invested and engaged with your cause or argument, they are more likely to be persuaded.

TASK ONE: For each of the following, explain how pathos is used (you must identify the emotional appeal).

		Explain
	"Don't be the last person to get one. You don't want to be the laughing stock of your school!"	Here the speaker is appealing to the audience's sense of pride by pointing out that they will be laughed at if they don't get the product. This would make the listener/reader feel compelled to get it, in order to maintain their dignity and not hurt their pride.
1	"If you don't purchase this life insurance, and something happens to you, how will your family survive?"	The speaker is appealing to the audience's fear and love for their families by implying that their families will be in danger unless they buy the life insurance.
2	"We have been mistreated, abused and oppressed. They have benefited from our suffering and we must act now!"	The speaker is addressing the audience's sense of injustice by using words with extreme connotations. The audience also may feel a sense of urgency, because the speaker is saying that they must address the problem as soon as possible.
3	"We live in a great democracy. So donate now and support the troops who are protecting our freedom."	The speaker is making the audience feel obliged to the troops by arguing that the troops fight for their freedom, so they deserve money. The speaker also appeals to the audience's appreciation and pride for their country.
4	"Just eat and don't complain. Children in Africa are starving and would give anything to have that plate of food."	The speaker is attempting to make the listener(s) feel appreciative for their meal by comparing their situation to that of the less fortunate. The speaker also may be trying to make the listener(s) feel guilty for not eating their food.
5	"Caring for the environment may not change your life, but it will change the lives of your children."	The speaker is trying to make the audience feel inspired to better the lives of their children by arguing that caring for the environment helps their children.

TASK TWO: For each of the following scenarios, write your own persuasive sentences using pathos:

1. You are trying to persuade members of your class to volunteer to tutor underprivileged children.

Though you have the opportunity to learn, these children do not. The least you can do is dedicate a bit of your time to help them learn, because children are our future.

2. You are attempting to convince a friend to join your sports team.

If you join the team, we can hang out a lot more. Plus, you'll have something fun to do after school, rather than sitting bored alone at home.

3. You are trying to persuade an audience that they should buy a particular brand of cereal.

Everyone loves this cereal, and your kids will love it too! Your child will be happy eating it!

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