**Emotion (Pathos):**

“The emotions are those things through which, by undergoing change, people come to differ in their judgments” (Aristotle).

**Strategies to Establish Pathos:**

|  |  |  |
| --- | --- | --- |
| **STRATEGY:** | **DEFINITION:** | **EXAMPLE:** |
| **Give Concrete Details:** | “Vivid examples have more persuasive power than a barrage of statistics . . . Tangible, concrete language creates images in the mind, which in turn act on our emotional imagination” (Jackson 126). | For one group, the request letter gave statistics for the sad state of children in Africa . . . However, another group’s request letter introduced them to Rokia, a ‘desperately poor; seven-year-old girl from Mali, facing ‘the threat of severe hunger or even starvation.’ Participants who learned about Rokia contributed twice as much (126). |
| **Tell Stories:** | We’re wired for stories and can use them rhetorically. | Slum Lords personal story. |
| **Tap Shared Values:** | One way to evoke emotion in your audience is to express support for something valued by the discourse community in which you and your readers belong. | We should use paper towels sparingly because they come from natural resources—and we should preserve our natural resources. |
| **Amplify Word Choice:** | Think about how different words create different responses. | Think of cheap vs. inexpensive |
| **Call Your Audience to Action:** | Somewhere in your writing, you’ll want to tell readers why what you’ve written matters. Tell them what they should change in their attitude or actions. |  |

**Emotion/Pathos Fallacies:**

**DO NOT DO THESE:**

|  |  |  |
| --- | --- | --- |
| **FALLACY:** | **DEFINITION:** | **EXAMPLE:** |
| **Ad populum/bandwagon appeal:** | popular appeal or judgment; do/think something because other people are | Image result for examples of bandwagon fallacy |
| **Threats/rewards:** | * diverts attention to neg/pos consequences
 | Image result for examples of rewards/threats fallacy |
| **Red herring:** | irrelevant distractions | Image result for cartoon of red herring fallacy |