

RHETORICAL DEVICES

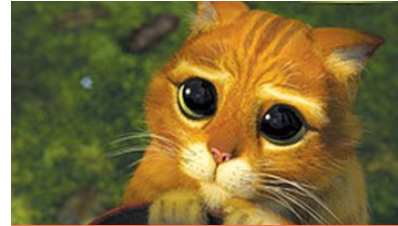
#1 - ETHOS

#2 - PATHOS



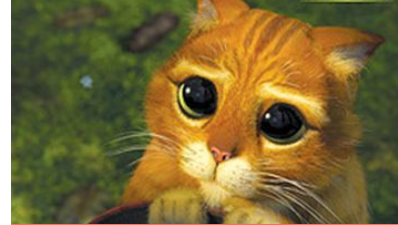
PATHOS

Pathos or emotional appeal means to persuade an audience by connecting to their emotions.



PATHOS - General

- Pathos is the Greek word for both “suffering” and “experience.” The words empathy and pathetic (amongst others) are derived from the word pathos.
- Pathos can be developed by using meaningful language, emotional tone, touching stories, figurative language, emotional examples, sensory details, and/or implied meanings.



PATHOS - Evoking Emotions

- Most commonly, Pathos attempts to elicit sympathy, draw pity, and/or inspire anger from an audience in order to prompt them into action.
- However, all emotions can be evoked, and philosophers and psychologists have attempted to itemize and categorize emotions into convenient buckets for thousands of years.



PATHOS - Evoking Emotions

- 20th century psychologist Robert Plutchik determined these emotions in opposite pairs can be evoked:
 - **Basic Emotions**
 - Joy — Sadness
 - Trust — Disgust
 - Fear — Anger
 - Surprise — Anticipation
 - **Advanced Emotions**
 - Optimism — Disappointment
 - Love — Remorse
 - Submission — Contempt
 - Awe — Aggressiveness



PATHOS - Evoking Emotions

Evoked emotions must be appropriate to the context. The same emotions felt are the same emotions that should be drawn. Positive for positive, and negative for negative.

- Positive emotions (e.g. surprise, joy, awe) should be associated the claim/argument
- Negative emotions (e.g. fear, contempt, disappointment) should be associated the opponent, competitor, or the status quo, which is being challenged to change.



PATHOS - Examples

- Animal Shelters use emotional images
- Hospitals (St. Jude's) - real patients stories
- Abused animals (endangered) videos
- Storytelling (films, books) - human conn.
- Join the cause by showing what they do
- Beauty products doing good for the environ.
- Connections with families (amusement)
- Talk bad to get friends against bad friend
- Fear tactics (bad incentive)
- Emotional stories used to feel guilt



PATHOS - Evoking Emotions

- **Emotions do not persuade in solitude. Randomly making audiences feel anger, joy, fear, or hope will not, in itself, go anywhere. They must be linked to arguments or claims.**
- **Pathos persuades audiences by making an emotional connection and allowing them to:**
 - **Understand your perspective via the shared emotion or experience**
 - **Accept the claims being made**
 - **Act upon any call-to-actions**



PATHOS - Examples

- Immigration Controversy to impeach Trump
- Feel confident with your smile - Colgate
- Anti-bullying awareness (lunchables)
- Hospitals - patients and real experiences
- Sad/emotional stories for life insurance
- PETA or animal shelters to sympathize
- Brandy Melville promotes clothing for 1 type
- Feeling guilty by letting group down
- Do chores because I had a hard day
- Animals may become extinct



PATHOS - Examples

- Mom manipulated people to create fake illnesses for daughter and receive sympathy
- Commercials for changing laws/policies
- Animal shelters or orgs. use to tap emotions
- Go Fund Me - sharing personal stories
- Causes sharing emotional stories
- Scamming homeless man and couple
- Getting sympathy listing all responsibilities
- People on the streets asking for money
- Cutest girl scout to get money for cookies



PATHOS - Examples

- Companies partnering with non-profits
- Products appearing cute with a story
- Charities using real image eliciting emotions
- Commercials for animal shelters
- If...then this problem will be solved. (hope)
- Athletic orgs. partnering with movements
- “The Act” mom used pathos for her daughter
- Using Jackie Robinson’s #
- Talent shows using contest’s back story
- Fictional stories based off of real events

