

Pathos Ethos
Logos

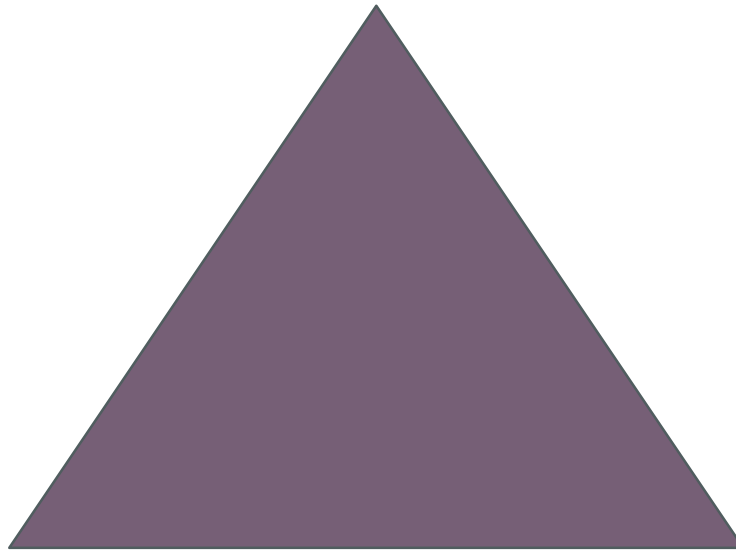


Pathos Ethos Logos

Ethos
Character
appeals

Pathos
Emotional
appeals

Logos
Logical
appeals



Pathos: Arguments Based on Emotion

- **Pathos:** persuading by appealing to the reader's emotions



Pathos: Arguments Based on Emotion

- Emotional appeals are powerful tools for influencing what people think and believe. We all make decisions—including the most important ones—based on our feelings.
- While facts and logic matter, modern science has shown us that we often make decisions based on appeals to pathos. So when you hear that formal or academic arguments should rely solely on facts, remember that facts alone won't carry the day even for a worthy cause.
- Beware! Don't use emotional appeals casually.
- Those who wish to persuade you will play with your emotions. They may persuade you with fear, love, patriotism, guilt, hate or joy.
- A majority of arguments in the media are heavily dependent on appealing to your emotions. We, as a society, should not react to emotional arguments without fully considering all of the facts.
- Although the use of pathos can be manipulative, it is the cornerstone of moving people to action, and it will continue to be used again and again.
- Appeals to pathos touch a nerve and compel people to not only listen, but to also take the next step and act in the world.



Pathos: Arguments Based on Emotion



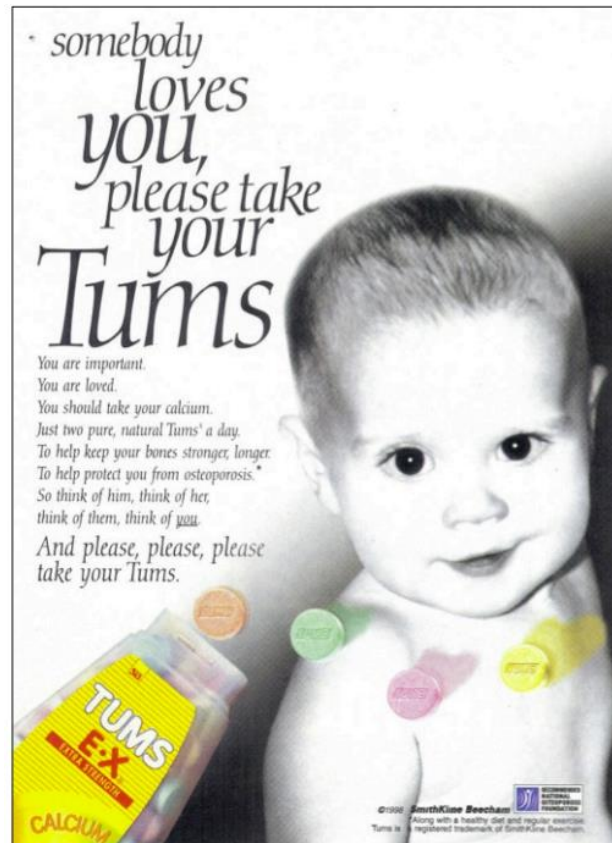
1-800-QUIT-NOW

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WARNING:
Cigarettes cause cancer.



Pathos: Arguments Based on Emotion



*somebody
loves
you,
please take
your
Tums*

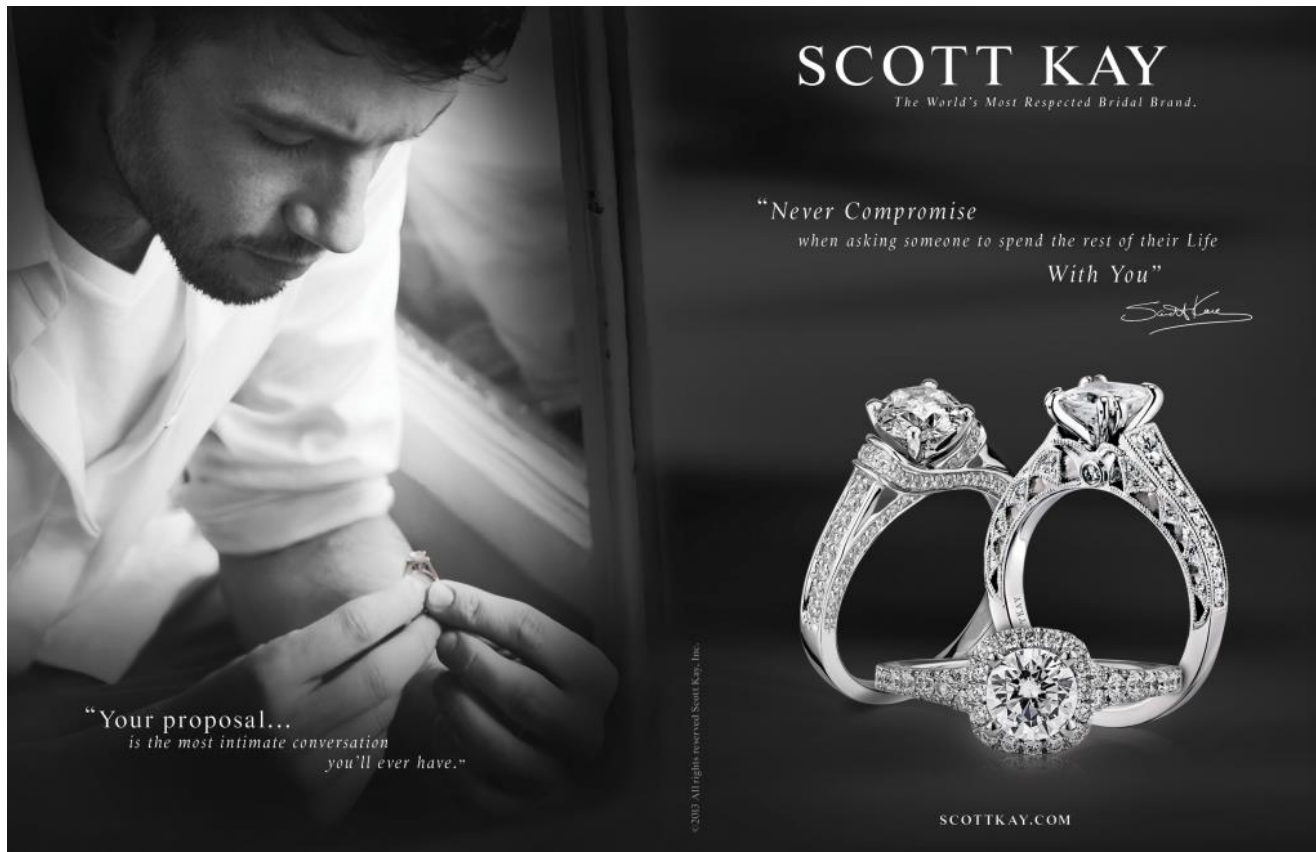
*You are important.
You are loved.
You should take your calcium.
Just two pure, natural Tums[®] a day.
To help keep your bones stronger, longer.
To help protect you from osteoporosis.*
So think of him, think of her,
think of them, think of you.
And please, please, please
take your Tums.*

©2006 SmithKline Beecham
Tums is a registered trademark of SmithKline Beecham.

The advertisement features a black and white photograph of a baby's face on the right side. In the bottom left corner, there is a yellow and white bottle of Tums EX Calcium. Several colorful Tums tablets (orange, green, pink, yellow) are scattered around the baby's neck and the bottle.



Pathos: Arguments Based on Emotion



SCOTT KAY
The World's Most Respected Bridal Brand.

*"Never Compromise
when asking someone to spend the rest of their Life
With You"*
Scott Kay

*"Your proposal...
is the most intimate conversation
you'll ever have."*

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SCOTTKAY.COM

The advertisement is a black and white photograph. On the left, a man in a white shirt is shown in profile, looking down as he places a ring on a woman's finger. On the right, three diamond engagement rings are displayed against a dark background. The top ring is a classic solitaire with a large round brilliant diamond. The middle ring is a more intricate design with a large diamond and a pavé band. The bottom ring is a smaller, round brilliant diamond ring. The overall mood is romantic and intimate.



Pathos: Arguments Based on Emotion



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Before it's too late. wwf.org



Pathos: Arguments Based on Emotion



MICHELIN. BECAUSE SO MUCH IS RIDING ON YOUR TIRES.

At Michelin, we are guided by a single overriding concept: tires are—as far as we are concerned—the most important pieces of equipment you can put on your car. Therefore, making the best tires possible, regardless of cost, has become an obsession with us.

That is why we make our own steel for our steel-belted radials. Why each tire model is so long in the development stage. And even longer in the testing and manufacturing stages.

That is also why Michelins perform as well as they perform. And last as long as they last.

And, of course, why they cost more to buy.

Though you may find, as every Michelin buyer does, they end up costing less to own.



MICHELIN



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**Elderly MOM
or DAD?
Are they alright?**

↓

**One press
on the pendant
gets seniors
Help 24/7**

Nationwide

HELP!
"I've Fallen and
I Can't Get Up"®

Life Alert® For a **FREE** Brochure call now: **1-800-850-8032**



Pathos: Arguments Based on Emotion



He already knows what he wants to be when he grows up.

What kind of society raises six-year olds on dreams of suicide/homicide and hatred? A society that targets Israel.

They target Israel, because Israel shares America's values — democracy, freedom of religion, women's rights, a free press, scientific achievement and a burgeoning, open economy.

By supporting Israel's struggle against terror, you are helping defend the cause of freedom, not just in Israel, but here in America and throughout the free world.

ISRAEL The front line of the free world.

THIS MESSAGE IS SPONSORED BY AMCHA — THE COALITION FOR JEWISH CONCERNS 3701 DEWEY PLAZA PARKWAY • SUITE 601 DALLAS • WWW.AMCHALIC.ORG AND WASHINGTON BOARD FOR ISRAEL 1-800-415-7000



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Barack Obama Osama Bin Laden Dead

“The images of 9/11 are seared into our national... And yet we know that the worst images are those that were unseen to the world. The empty seat at the dinner table. Children who were forced to grow up without their mother or their father. Parents who would never know the feeling of their child’s embrace. Nearly 3,000 citizens taken from us, leaving a gaping hole in our hearts.”

“A small team of Americans ... killed Osama bin Laden and took custody of his body.”

“So Americans understand the costs of war. Yet as a country, we will never tolerate our security being threatened, nor stand idly by when our people have been killed. We will be relentless in defense of our citizens and our friends and allies. We will be true to the values that make us who we are. And on nights like this one, we can say to those families who have lost loved ones to al Qaeda’s terror: Justice has been done.”



Barack Obama Osama Bin Laden Dead

1. What sentence or phrase in the first paragraph has the greatest emotional impact? Why?
2. How does Obama appeal to pathos in the last paragraph? Include textual evidence.



Letter from Birmingham jail

I guess it is easy for those who have never felt the stinging darts of segregation to say wait. But when you have seen vicious mobs lynch your mothers and fathers at will and drown your sisters and brothers at whim; when you have seen hate-filled policemen curse, kick, brutalize, and even kill your black brothers and sisters with impunity; when you see the vast majority of your 20 million Negro brothers smothering in an airtight cage of poverty in the midst of an affluent society; when you suddenly find your tongue twisted and your speech stammering as you seek to explain to your six-year-old daughter why she can't go to the public amusement park that has just been advertised on television, and see the tears welling up in her little eyes when she is told that Funtown is closed to colored children, and see the depressing clouds of inferiority begin to form in her little mental sky, and see her begin to distort her little personality by unconsciously developing a bitterness toward white people; when you have to concoct an answer for a five-year-old son who is asking in agonizing pathos: "Daddy, why do white people treat colored people so mean?" when you take a cross country drive and find it necessary to sleep night after night in the uncomfortable corners of your automobile because no motel will accept you; when you are humiliated day in and day out by nagging signs reading "white" men and "colored" when your first name becomes "nigger" and your middle name becomes "boy" (however old you are) and your last name becomes "John," and when your wife and mother are never given the respected title of "Mrs." when you are harried by day and haunted by night by the fact that you are a Negro, living constantly at tip-toe stance, never quite knowing what to expect next, and plagued with inner fears and outer resentments; when you are forever fighting a degenerating sense of "nobodiness"—then you will understand why we find it difficult to wait. There comes a time when the cup of endurance runs over, and men are no longer willing to be plunged into an abyss of injustice where they experience the bleakness of corroding despair. I hope, sirs, you can understand our legitimate and unavoidable impatience.



Letter from Birmingham jail

3. With your partner, make a list of 5 emotionally charged words/phrases.
4. Pick one word/phrase from your list. What impact does this word have on the text? What emotion is it appealing to?
5. What effect does King's run-on sentence have on the emotional appeal of his letter?



Links to Videos

- Speed Ads—Mistakes
 - <https://www.youtube.com/watch?v=bvLaTupw-hk>
- MasterCard: One More Day
 - https://www.youtube.com/watch?v=yB_6BHSjNVk
- P&G Thank You, Mom
 - <https://www.youtube.com/watch?v=lnkNijN38iY&safe=active>
- Red Bull
 - <https://www.youtube.com/watch?v=vA0nJ5QAh28>
- iPad Air
 - <https://www.youtube.com/watch?v=jiyIcz7wUH0>
- 30 For a Reason
 - <https://www.youtube.com/watch?v=Cvja-PA5Egc>

