

PATHOS

Task one: For each of the following, explain how pathos is used (you must identify the emotional appeal). Remember to use the formula “*The [author] uses [device] to [purpose of device] by [specific examples].*”

| Example: | Analysis: |
|--|---|
| “Don’t be the last person to get one. You don’t want to be the laughing stock of your school!” | The author uses pathos to convince the audience to purchase a product by warning against being the school’s “laughing stock”. The term “laughing stock” has a humiliating connotation, so the author is appealing to the audience’s dignity and pride. The audience may feel compelled to buy the product in order to maintain their social status at school. |

Now, you try:

1. “If you don’t purchase this life insurance, and something happens to you, how will your family survive?”
2. “We have been mistreated, abused, and oppressed. They have benefited from our suffering and we must act now!”
3. “We live in a great democracy. So donate now and support the troops who are protecting our freedom.”
4. “Just eat and don’t complain. There are starving who would give anything to have that plate of food.”
5. “Caring for the environment may not change your life, but it will change the lives of your children.”

Task two: For each of the following scenarios, write your own persuasive sentences using pathos. Make sure to write down the scenarios as well as the answers, so you can use them to study later.

1. You are trying to persuade members of your class to volunteer to tutor underprivileged children.
2. You are attempting to convince a friend to join your sports team.
3. You are trying to persuade an audience that they should buy a particular brand of cereal.