

PATHOS

Pathos refers to techniques and behaviors used to trigger emotions.

Moreover, Pathos refers to how we activate or induce emotions with words, sentences, passages, paragraphs, or through an entire document. Some of the emotions activated by pathos: anger, hate, fear, apathy, happiness, security, pride, sadness, desire, etc.

Pathos works by associating content with emotions. For example, telling a sad story to engage the reader into the topic. Or, discussing highly-emotion examples or other.

Example:

Sex sells? Even our feelings of “desire” are related to the idea of pathos. Things that we covet are components of pathos, our desires for material objects, ideal living conditions, etc.

Essentially, anything that activates emotion, in one sense or another, can be attributed to the appeal of pathos.

RECOGNIZING PATHOS

Examples of Pathos include:

accusations

asking the opinion of the audience

expressions of disgust

threatening punishment

warnings

complimenting the audience

consoling a person who grieves

pleading for help

asking for pity

predicting evil

predicting good

taunting others

exclaiming joy

using foul language

agitate the audience

creating fear

METHODS

1) Using imagery or visual images or narratives to evoke emotion.

Example:

Imagine, one morning, you wake up. You step out of bed. You look out your window, and you see a brilliant blinding light. You are blinded by the site of a nuclear detonation, and your vision is lost completely. Seconds later, as you begin to rub your eyes, you feel an intense force pushing you to the ground. Then, not one second later, you feel your flesh start to burn. First, you feel the pain of blistering on the skin, then you feel the flesh begin to crisp. And, just before you are able to scream, the air is sucked out of your lungs, and you are engulfed in a massive field of heat. As you start to move your arms

around, you feel searing pain and then you are vaporized into tiny ashes. Could you imagine a fate like this one for yourself? What about for your children?

2) Using examples or analogies to evoke emotion.

3) Using Emotionally-Charged Subject Matter as Topics

Concepts/Ideas/Items (e.g. infants, birth, illness, death, etc.) which consistently maintain strong emotional responses (e.g., fear, anger, happiness, sadness, etc.) may help to induce strong emotions.