

## **Chapter 2: Arguments from the heart—Pathos**

Emotional appeals influence what people think and believe

### Understanding How Arguments Work:

- Words, images, and sound evoke emotions
- When writers and speakers cannot use words or images to evoke emotion, they can move the audience to sympathize with ideas and connect to those feelings.
- Arguments from the heart count more when you are persuading or arguing
- You can embarrass readers into doing something
- You can evoke emotion by telling a moving story

### Using Emotions to Build Hopes:

- You can use emotions to connect to readers
- A way to build emotional tie is to help the reader identify with your experiences
- You can convince people of your view point with an appeal to emotions

### Using Emotion to Sustain an Argument:

- You can use emotional appeal to make logical claims stronger or more memorable
- Photographs and images add power to arguments
- If you lay out too much emotion; rage, pity, or shame people may become uncomfortable
- Sometimes strong emotion like anger adds energy to the passage
- Writers generate emotion by presenting logical arguments in stark terms

### Using Humor:

- You can put humor into an argument to put readers at ease
- Humor might not work at all in more sober writing
- A writer or reader can use humor to deal with especially sensitive issues

- Politicians use humor to admit problems or mistakes
- The most powerful form of emotional argument is ridicule
- Humor that expresses bad taste discredits a writer

Using Arguments from the Heart:

- You shouldn't play puppet master with people's emotion when writing arguments
- You should think about what emotions you want readers to feel before writing.