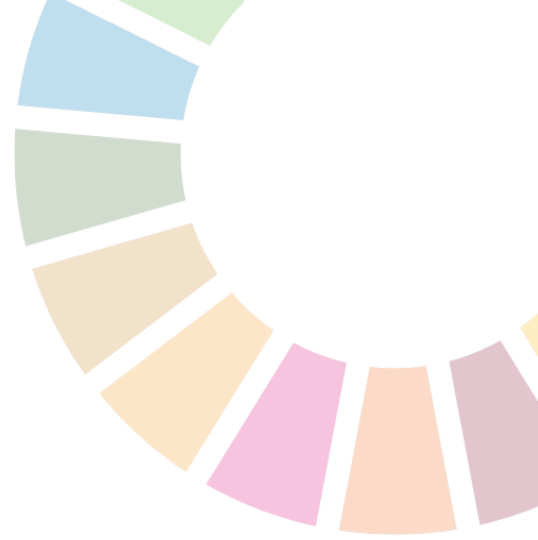


PATHOS

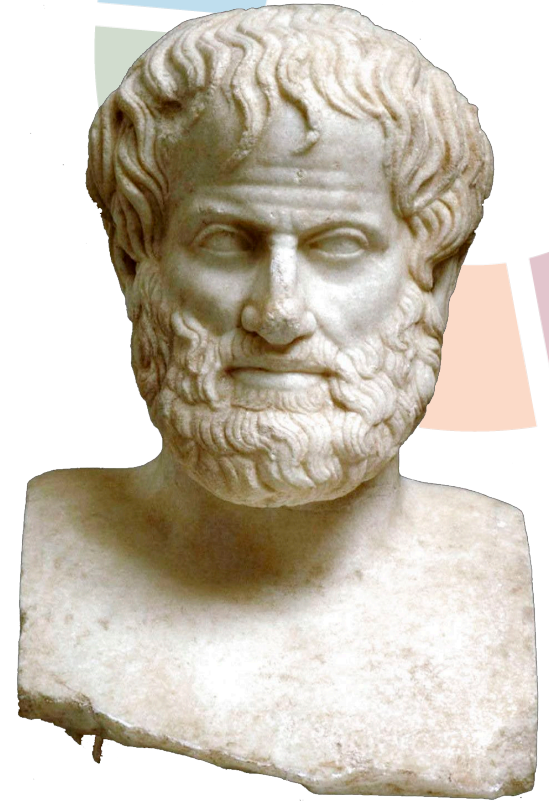
- What is it?
- Why use it?



WHAT IS IT?

Three “modes of persuasion” developed by Aristotle in ancient Greece around 350 BC

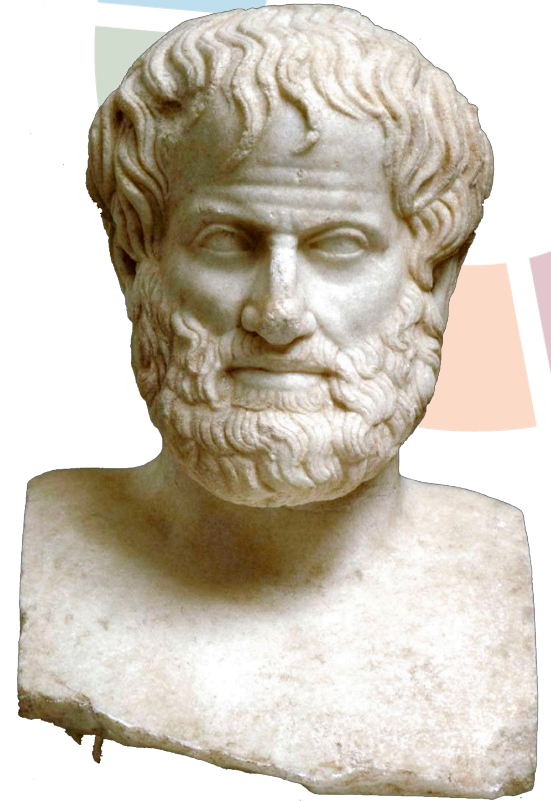
Of the modes of persuasion furnished by the spoken word there are three kinds. The first kind depends on the personal character of the speaker; the second on putting the audience into a certain frame of mind; the third on the proof, provided by the words of the speech itself. (Aristotle 1.2.3).



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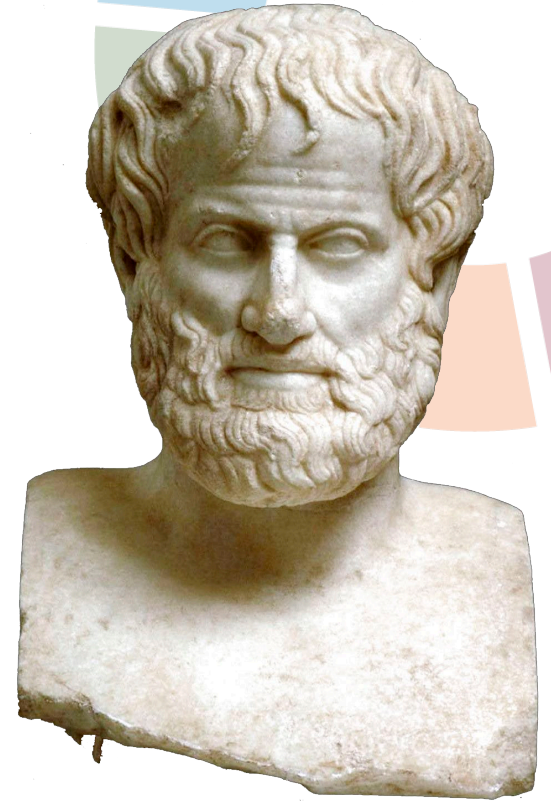
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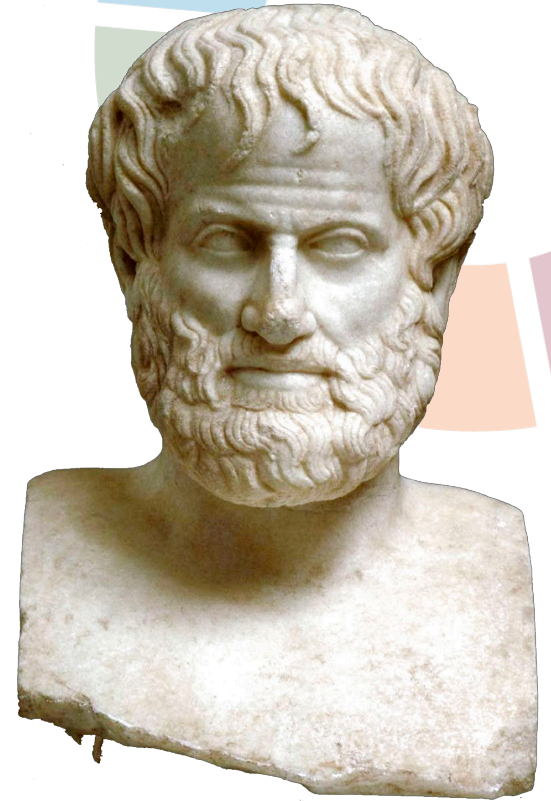
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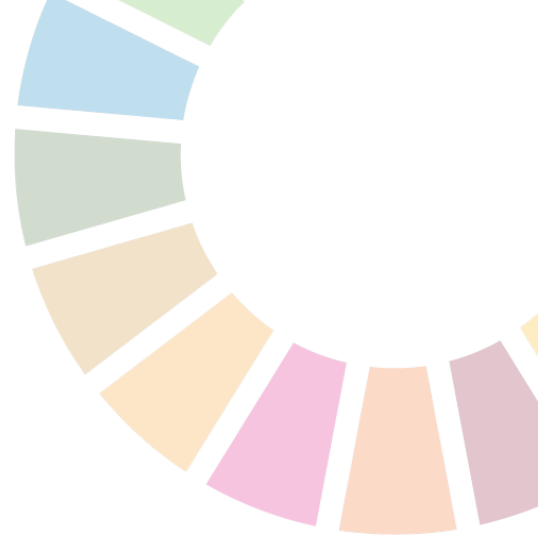


WHAT IS IT?

Pathos is part of the three **appeals**
= an effect, not a thing

What “puts the audience into a certain frame of mind”?

Emotions

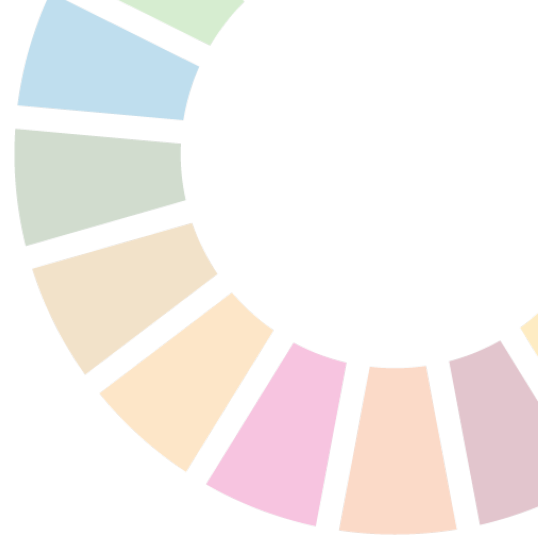


WHAT IS IT?

Pathos is part of the three **appeals**
= an effect, not a thing

What “puts the audience into a certain frame of mind”?

- **Connotations**
 - Myths of society, previous experiences, intertextuality... (Hall 1997)
- **Stories and images**
 - We feel something before we cognitively understand an image (Robinson & Csikszentmihalyi 1991)
 - Our entire brain lights up when listening to stories (Wallentin et al. 2011)



WHY USE IT?

Burkean notion of rhetoric

= Appeals not just for speech and text, but anything with “persuasion” (Burke 1969)



There is no persuasion in science!

Climate change is a hoax invented by the Chinese



Covid-19 vaccine increases likelihood of contracting AIDS



WHY USE IT?

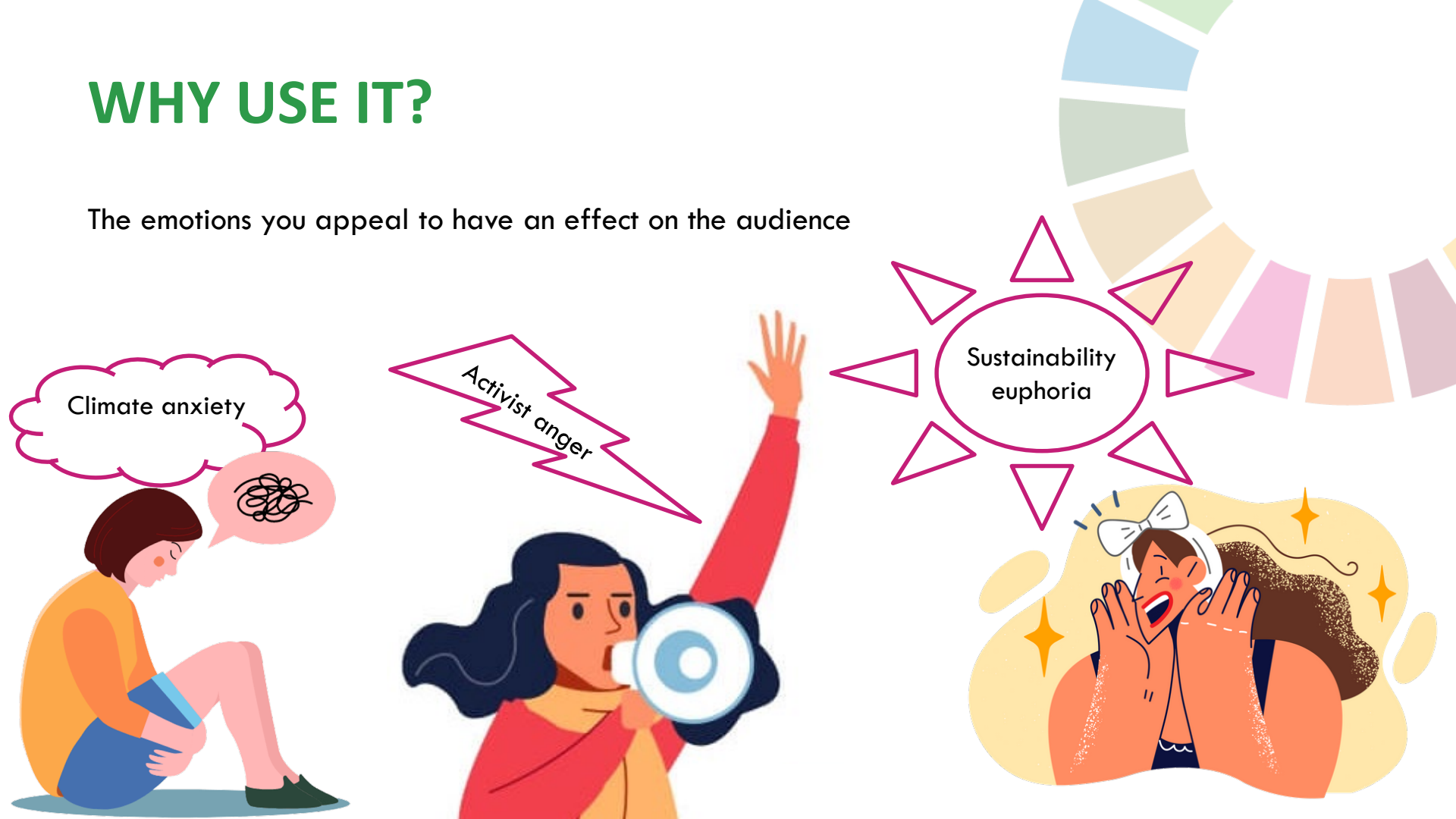
The emotions you appeal to have an effect on the audience

Climate anxiety



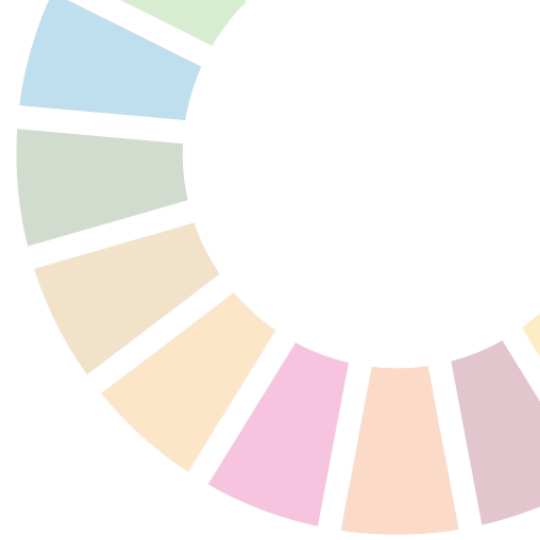
Activist anger

Sustainability
euphoria



WHY USE IT?

Emotions will always be there – why not work strategically with them?

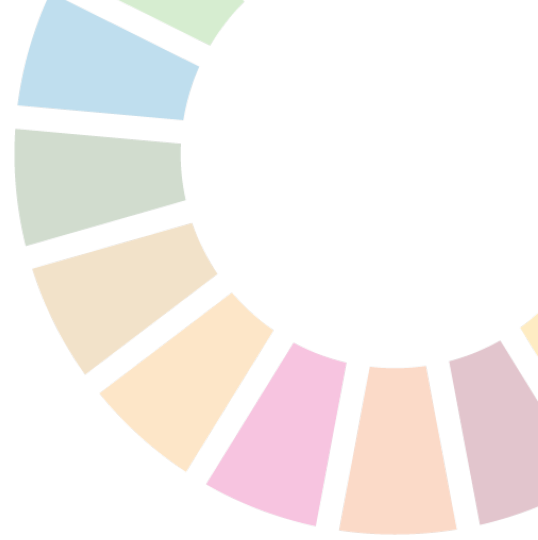


STEP INTO YOUR PLACE



PATHOS

- What is it?
- Why use it?





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Ren Snak v. Sabrina Vitting-Seerup



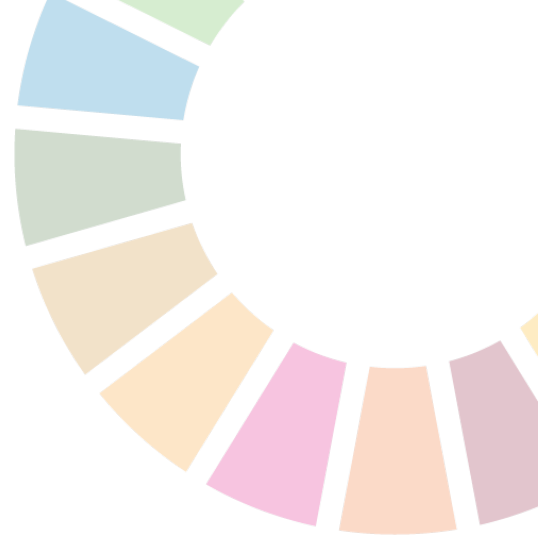
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WHAT IS IT?

Ethos is divided into three (Aristotle 2.1.5 and 1.8.6):

- *phronesis* (signalling 'good sense')
- *arete* (signalling virtue),
- *eunoia* (signalling goodwill)

Logos is presented as the superior argument (Aristotle 1.2.8):

- *enthymeme* (often translated to 'rational deduction')
- *paradigm* (meaning proof through example)

Pathos is only described as:

- "putting the listener into a certain frame of mind"
(Aristotle 1.2.3)

