

Persuasive Techniques: Pathos

The Greek word *pathos* means suffering or experience. It is the root of the English word *pathetic*, which means arousing pity, especially through vulnerability or sadness. When you use pathos in an argument, you say things that appeal to the reader or listener's emotions, especially feelings of pity or sadness. Pathos works as a persuasive technique because it gets an audience emotionally invested in the subject. Many speakers, leaders, advertisers, and people in general use pathos all the time as a persuasive technique.



DIRECTIONS: Choose one of the situations. Write a few sentences using **pathos** to convince a parent to agree with you.

- You don't want to do your chores.
- You want to get a summer job.
- You want a new bike.
