

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: Look at each situation and emotion below. What could you say in that situation to evoke the emotion provided to persuade the other person? Explain.

Situation/Emotion	How could you use pathos?
You want your brother to trade bedrooms with you. Emotion: pity	
You want your mother to start buying a certain food. Emotion: guilt	