

Name _____ **Persuasive**



Persuasion in Advertising

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, sadness, anger, or fear. Pathos works as a persuasive technique because it gets an audience emotionally invested in the subject. There are many examples of pathos in the media, especially in advertising.

DIRECTIONS: Tonight, while you are watching television, identify a commercial that uses pathos as a persuasive technique to get people to buy a product or service.

Name of Product: _____

Describe how the advertisement uses pathos.

What emotion does this example appeal to? _____

Why do you think pathos was used here? _____

Is it effective? Why or why not? _____