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For both Obama’s and Reagan’s speeches, find and quote as much evidence as you can for appeals to pathos. For each evidence you quote, write a signal phrase that specifies the type of pathos appeal it is {e.g., Reagan chooses particular words for emotional impact when he says, “Blah blah blah blah blah” (635).} Construct two topic sentences, each of which includes the claims “Reagan appeals to pathos” or “Obama appeals to pathos.” Under each topic sentence, fill out a bullet-point analysis using the following prompts:

Create a Reagan/pathos topic sentence here:

Reagan appeals to pathos by giving his audience fear but also hope in change.

Word choice (the words or short phrases themselves cause emotions—connotations, like “these are dark times”): quote/cite several evidences of word-choice, each followed by another bullet-point giving a short/phrase reasoning as to what emotions each word choice evokes.

* Scar
  + “Forced to look upon a scar”
  + Makes the wall a wound, and in order to heal the world we must remove the scar (wall)
* Tear down this wall
  + Gives hope to Germans
* Faith, truth, freedom
  + “It cannot withstand faith. It cannot withstand truth. The wall cannot withstand freedom”
  + Inspiration and rightness
* Barbed wire, concrete
  + Harshness and suffering

– Personal experiences and vivid examples (anecdotes or personal narratives that allow audiences to experience vicariously): quote/paraphrase/summarize/cite several evidence of vivid personal experiences, each followed by another bullet-point giving a short/phrase reasoning as to what emotions each anecdote evokes.

* “Where four decades ago there was rubble, today in West Berlin there is the greatest industrial output of any city in Germany…you Berliners have, in freedom, rebuild a city that once again ranks as one of the greatest on Earth” (635)
  + Hope to east
  + Triumph over communism
  + “In the Communist world, we see failure, technological backwardness, declining stands of health, even want of the most basic kind” (635)

Sensory details (wording and language that uses any of the five senses—sight, sound, smell, touch, or taste, like “she gave me an ice-cold stare”): quote/cite several evidence of sensory details, each followed by another bullet-point giving a short/phrase reasoning as to what emotions each sensory detail evokes.

* “those barriers cut across Germany in a gash of barbed wire, concrete, dog runs, and guardtowers and checkpoints all the same” (634)
  + Sight
  + Gives fear of oppression
* “We hear much from Moscow about a new policy of reform and openness” (635)
* “seek” (635)

– Scare tactic (the rhetor tries to warn, cause fear, or be cautionary in concern for dire consequences): quote/cite any evidences of fear tactics, each followed by another bullet-point giving a short/phrase reasoning as to why they are using fear to motivate.

* “Declining standards of health, even the want of the most basic kind”
  + Creates fear to stop communistic country from forming
  + Supports the movement for freedom

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Create an Obama/patReahos topic sentence here:

Obama appeals to ethos by giving urgency to fight our problems now to better the future.   
– Word choice (the words or short phrases themselves cause emotions—connotations, like “these are dark times”): quote/cite several evidences of word-choice, each followed by another bullet-point giving a short/phrase reasoning as to what emotions each word choice evokes.

* Anger, bitterness, division
* “We the people, in order to form a more perfect union”
  + Brings togetherness
  + Hope for a better union
* “A racial stalemate we’ve been stuck in for years” (21)
  + Stalemate
  + Upset, tired, the desire to move one

– Personal experiences and vivid examples (anecdotes or personal narratives that allow audiences to experience vicariously): quote/paraphrase/summarize/cite several evidences of vivid personal experiences, each followed by another bullet-point giving a short/phrase reasoning as to what emotions each anecdote evokes.

* Himself
  + Gives hope and proves colored people can make a stand in America
* Reverend Wright’s comments
  + Shows how America is still divided, shows a need for unity

– Sensory details (wording and language that uses any of the five senses—sight, sound, smell, touch, or taste, like “she gave me an ice-cold stare”): quote/cite several evidences of sensory details, each followed by another bullet-point giving a short/phrase reasoning as to what emotions each sensory detail evokes.

* “Voice” (20)
  + Sound
  + Black anger is only heard in secret
  + Worsen Problems
* “Talk” (22)
  + Give power to the people
  + Fight problems

– Scare tactic (the rhetor tries to warn, cause fear, or be cautionary in concern for dire consequences): quote/cite any evidence scof fear tactics, each followed by another bullet-point giving a short/phrase reasoning as to why they are using fear to motivate.

* “And if we walk away now, if we simply retreat into our respective corners, we will never be able to come together and solve challenges like health care, or education, or the need to find good jobs for every American” (19)
  + Need to act now or our problems will only get worse