Graphic Organizer: **Analyzing Appeals to Pathos**

As you read, collect your thoughts in the table below. You may not need every box. Or you may need more.

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| **1. Emotional Keywords.** What emotional keywords or images did you identify in this article/video? Name the keyword and the emotion you think it signifies. | |
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| **2. Disparaging or honorific language.** What disparaging or honorific language do you identify? Examples of “disparaging” language include despicable, calculating; examples of “honorific” language include wonderful, amazing. List the language, and the specific thing being honored or disparaged. | |
| Specific examples | What is being honored / disparaged? |
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| **3. Emotional Connection.** What other strategies for emotional connection do you identify? Examples include anecdotes, personal experiences, commonplaces, etc. | |
| Specific examples | What emotions are being evoked with these strategies? |
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Now, the fun part! Write a short essay (100-200 words) analyzing the author’s appeals to pathos (emotions). Identify a single example of an emotional appeal. Describe the appeal and explain what emotion the appeal evokes. Then explain why that appeal and its associated emotion would help the author to persuade his intended audience. Then, add a second example that further develops your claim.

Do not feel pressured to repeat all of the information you have captured on this paper. Spend your time exploring the appeals you consider most prominent, and make sure you analyze them completely.