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. | |
| Anti-offit: Enemies, hated, chilling, greed, revile, screed, hang you by your neck until you are dead, blood, ominously | Autism One: agenda, “what many parents call an epidemic”, rhetoric often undergoes subtle shifts, |
| Offit: Unsuspecting, bold[ly], nasal, forceful delivery, | pseudo-science has stepped aggressively into the void |
| Anti-vaxers: legions, doubters, deniers, | Parents as ‘frustrated”, “desperate” |
| Curried favor, trumpeting | A broader, fuzzier target |
| Science: logic, elegance |  |

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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? |
| Offit: Award-winning, meticulous, calls to account, quick-witted, funny, mild-mannered, assertive, brash, | Offit |
| Doubters and deniers | Anti-Vaxers |
| Mccarthey: “actress and former Playboy centerfold whose son has been diagnosed with autism”; “stream of consciousness rants”; celebrity allure; “most popular pitchman and prettiest face.” | McCarthey |
| Debacle, pandora’s box, panic | Thimerosal studies |

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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? |
| Narrative of Paul Offit’s death-threats | Measles anecdote p10 |
| Visit to the Autism One conference | Comparison of parents to god p10 |
| Offit’s biography p 8 (esp. the girl dying) |  |
| Offit, like everyone else, will do anything to protect his children. 10 |  |