

- If you don't know how to say what you need to you may be in trouble
- Can appeal to high emotions or low emotions
- If we use too little pathos our audience doesn't care about the topic
- If we use too much they may start rooting for the opposition
- Save pathos until the end
- Need to be careful with pathos, a lot can go wrong
 - Stories are the best to use, because people connect with it
 - Use simple language to convey feelings

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