ETHOS + PATHOS shown in Kalning’s VideoGame article from msnbc.com

1 Kalning’s ethos as a writer lies mainly in her role as a journalist. THAT IS, her credibility is built upon taking a professional, journalistic approach to a controversial topic. She shows balance and a desire to represent all sides of the videogame violence debate, interviewing also the videogame industry and researchers who explored violent TV—not just game researchers out to denigrate the videogame industry. A completely biased reporter might leave out such information; Kalning lets the accused speak.1 Another technique? 2 Kalning appeals to parents’ emotions, writing sentences such as “potential effects on children are a bigger unknown. That’s a scary thing for a parent.” (Kalning, 2006) 2 She knows that parents are likely be willing ears for the argument that games create monster children, and writes with a sympathy for these ears.1 In the end, a professional, multi-source approach to video game consequences gives her story stronger ethos for the parents likely to read her story. Plus, her “parent-speak” appeals to them even further.

Try to analyze her credibility and emotional appeals in your essay this week. That’s the analysis required for 5’s and 6’s. Logic = 1232321

Note that after a PWR-3 example, the writer (that Bozo) in a PWR-2 ANALYZES the example and guides you into his opinion about the example.