RETHINKING PATHOS: MEDIA RHETORIC OF NEEDS

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SUMMARY. The paper argues that passion and emotions as the basis of pathos prevalent in the ancient oral rhetorical tradition give way to human needs in modern technology-mediated discourses with the formation of rhetoric of needs. Within this new type of rhetoric invention determines the choice of contents in accordance with the needs of the audience, disposition provides for the distribution of the contents so as to attract, catch and keep the reader’s attention throughout the headline and the text body while elocution presupposes naming event components with respect to the basic human needs of belongingness, reputation, safety, and self-actualization.

KEYWORDS: rhetoric, pathos, media rhetoric, invention, disposition, elocution, performance, human needs.

INTRODUCTION

The traditional treatment of pathos as an appeal based on passion or emotion characteristic of the ancient oral rhetorical tradition fails to spell out the mechanisms underlying that interaction, which therefore requires a more detailed analysis. In Greek rhetoric, the term pathos is believed to have referred to the state or condition of the human soul resulting from what it has experienced and extending to the kind of language that can induce such a state; in other words, it was not equated with emotions per se but with the experience evoking them. In his turn, Aristotle considered pathos as a motive for judgment; i.e., he linked it to motives treated as internal forces determining particular behavior and in conjunction with human needs responsible for pushing us into action.

2 Ibid., 574.
3 Ibid., 577.
The interaction of emotions, motives, and human needs pinpointed above is substantiated by a number of other factors. One is the origin of the terms denoting emotions and motives from the common root indicated by the word “motion”\(^4\), which means that they go back to the same initial concept. Another is the modern psychologists’ claim that emotion is often the driving force behind motivation, positive or negative\(^5\). A third is the correspondences between Aristotle’s list of emotions and the needs singled out by A. Maslow\(^6\): physiological, safety, belongingness, reputation or esteem, and self-actualization. Those correlations can be divided into direct and indirect ones brought about by meeting or flouting particular needs. The direct match is revealed by the relation of safety need to \textit{fear}, which is treated by Aristotle as the pain at the appearance of imminent evil to oneself\(^7\) as well as the correlation of belongingness with \textit{friendliness} regarded by Aristotle as pleasure at the appearance of procuring benefits for another.\(^8\) The indirect correlation between emotions and needs results from the fact that the satisfaction of motives evokes positive emotions\(^9\) being related in Aristotle’s system to \textit{gratitude} as pleasure at the appearance of favors received, and \textit{[satisfaction]} as pleasure at the appearance of another person’s deserved bad fortune\(^10\). The deficiency of needs has as its consequences four emotions: \textit{anger} seen by Aristotle as pain at the appearance of undeserved slight to oneself, \textit{shame} as the appearance of dishonor, \textit{pity} as pain at the appearance of another person’s undeserved bad fortune, and \textit{rivalry} as pain at our lack of rewards to which we and our peers aspire\(^11\).

The link of needs to emotions is further supported by Cicero’s classification which restricts the latter to the antithetical pairs of hatred and esteem, malice and goodwill, fear and hope, desire and aversion, joy and sorrow, compassion and punitiveness as well as love, hate, wrath, malice, and envy, compassion, hope, joy, fear, and vexation\(^12\).

Cicero’s list reveals relations between the emotion of esteem and the reputation need, and links desire and aversion to the physiological need, on the one hand, and love to the need for belonging, on the other.

\(^8\) *Ibid.*, 577.
\(^12\) *Ibid.*, 579.
The interaction of emotions and needs is further supported in Kenneth Burke’s rhetoric of motives in which vengeance and slaughter\textsuperscript{13} reveal a relation to the safety need while friendly or ethical motives\textsuperscript{14} evoke the belongingness need.

Modern studies link the physiological needs concerning drinking, eating, and breathing to a homeostatic emotion covering an attention-demanding sensation and motivation (e.g., thirst, hunger, fatigue) related to an internal body state that drives the behavior of drinking, eating, and resting aimed at maintaining the body’s internal milieu in its ideal state\textsuperscript{15}.

The overview undertaken above shows that emotions related to motives and needs reflect two sides of the same coin. In one case, we find their direct correspondence; in the other, emotions seem to be a sort of aftermath of satisfying or flouting particular needs. The degree of the importance of emotions depends on particular communication conditions. Therefore, while the face-to-face nature of ancient rhetoric pathos mainly concerned emotions, the disappearance of direct visual contact led to a shift to the other side of the “pathos coin,” i.e., that of motives and needs, paving the way for the formation of a rhetoric of needs as a study of the ways texts attract and keep their receivers’ attention by means other than emotions. This approach is especially important for explaining the organization of media discourse with its heterogeneous audience which can be united taking into account its need.

\section*{MEDIA RHETORIC: THE ROLE OF NEEDS}

Media rhetoric reflects the technological alteration of the oral canons of invention, disposition, elocution, memory, and delivery developed for the oral tradition\textsuperscript{16}. The most substantial change concerns memory and delivery since their functions have been gradually taken over by writing and printing which facilitated the task of keeping in mind the memorized material, and then by radio and television which returned the recorded voice and appearance of a speaker to the audience albeit in a different mode. Second, technologies have contributed to the formation of brand new types of discourse unknown in ancient times: magazines, newspapers, radio, television, Internet. Extending the reach of authors and expanding their audience


\textsuperscript{14} \textit{Ibid.}, 16.


the media change their tasks and the principles of text formation. Third, technologies have inspired new communicative genres with the news becoming a most wide-spread of them.

The loss of face-to-face contact in the media discourse results in attention to new features of the audience which also concerns pathos traditionally connected with emotions and feelings. The change in understanding pathos in the media is especially important for the news discourse aimed at creating an impression of impartial reporting which presupposes elimination of emotions and assessment pertaining to traditional pathos. They are replaced by appeal to human needs which allows the author not to tell the reader what to feel, but to arrange the narration or description in such a way as to evoke target emotions since providing a detailed example that would make any feeling creature upset is much more effective than telling the reader, “You should be angry about x”.

News stories as narrative texts are best suited for the implicit appeal to pathos for several reasons. First, pathos works best with techniques such as narration and description, which rests on the human love of storytelling and detail ensuring that readers are involved in the argument. Second, in our minds news stories form images which are thought to be particularly effective in arousing emotions, no matter whether those images are visual and direct as sensations, or cognitive and indirect as memory or imagination, and part of an orator’s task is to associate the subject with such images.

The performative stage formed on the basis of memory and delivery influences the other three canons. Invention traditionally dealing with the choice of arguments turns out to focus on human needs which serve as a means of classifying the heterogeneous audience and topics of modern media. Moreover, human needs guide an author’s activity throughout the subsequent stages of rhetorical text-building.

Disposition, responsible for contents patterning, has also undergone a number of media modifications. It is aimed at arranging the contents in three steps: attracting, catching, and keeping the audience’s attention at the macro-level and micro-level. In news stories macro-disposition subordinates the distribution of the selected contents in the headline, lead, and the sections of main and previous

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19 Ibid.

20 Green L. D. Ibid., 574.
ATTRACTION OF THE AUDIENCE’S ATTENTION: FOREGROUNDING

The attraction of the audience’s attention is achieved by foregrounding the headline’s initial elements, usually attribute and subject of the sentences underlying their syntactic structure, meant for the classification of the textual contents with respect to the needs of the target audience.

The most important need drawing the attention of the BBC’s international audience is belongingness, representing a person as part of a group. It is indicated by the foregrounded units classifying the potential readers with respect to several parameters including them into different groups. The first one is ethnicity indicated by foregrounding the units denoting countries, e.g., Pakistan poisoned sweets kill 23 (BBC 25.04.2016); major cities, e.g., Paris suspect to sue French prosecutor (BBC 20.03.2016); or nationality, e.g., Briton wins Nobel economics prize (BBC 26.10.2015). The second belongingness parameter includes features of individuals: gender, e.g., Woman jumps from balcony to escape (BBC 07.03.2016); age, e.g., Teenager survives French Alps ordeal (BBC 24.10.2015); family roles, e.g., Parents urged to boycott VTech toys (BBC 10.02.2016); social networks, e.g., Twitter confuses man with IS leader (BBC 1.01.2016), etc.

The second important need attracting the audience’s attention is reputation evoked by naming ordinary people and celebrities by common nouns or proper names.

Being similar to the bulk of the audience, ordinary characters of news stories are generally referred to by common nouns man, woman, hero, etc. simultaneously subordinated to the belongingness need, e.g., Man guilty of planning US airman
attack (BBC 01.04.2016); by names of professions, e.g., Nurse held in Italy for 13 murders (BBC 31.03.2016); by numerals representing groups, e.g., Five held by UK anti-terror police (BBC 15.04.2016); or by names of individuals whose status rises as a result of the activity affecting large numbers of people, e.g. Brevik sues Norway over rail isolation (BBC 15.03.2016).

Celebrities featuring politicians, sportsmen, and pop stars are identified in similar and different ways. The similar means include common nouns, family names, and full names. Common nouns impart politicians with an ordinary status in the headlines about their daily activity, e.g., Belgian minister quits in security row (BBC 15.04.2016). Similarly, the common nouns star, film-maker, actor reflect the ordinary status of pop stars underscoring their belongingness to that particular group of celebrities, e.g., Actor ‘worsens’ after hanging stunt (BBC 03.02.2016). Family names, most numerous in BBC headlines, balance a politician's high status and individual features, e.g., Clinton under scrutiny over emails (BBC 3.03.2015) as well as indicate a high status of pop stars in the headlines about their routine activities, e.g., Depp’s wife summoned over dog import (BBC 15.07.2015). Full names, containing first and family names, endower both politicians and pop stars with the highest status, occasionally underscored by an attribute, e.g., ‘Labour giant’ Denis Healey dies at 98 (BBC 3.10.2015) and Liza Minnelli takes 200-mile Uber ride (BBC 9.10.2014).

The presentation of pop stars and sportsmen reveals two additional peculiarities attracting the audience’s attention in headlines. In case of a long retirement classifiers denoting a star’s field of activity combine with family names, e.g., Chess legend Korchnoi dies aged 85 (BBC 6.06.2016), and full names, e.g., Tenor Jon Vickers dies aged 88 (BBC 12.07.2015). The highest status of pop stars, especially in tabloids, is indicated by their first names, for example, the Housewives star Eva Longoria is represented by the name Eva in the headline Desperate Eva to divorce ‘cheating’ husband (Daily Mail 18.11.2010, 11).

The third frequent means of attracting the audience’s attention consists in foregrounding nouns indicating threat from different sources (robber, murder suspect, etc.), e.g., Pirates ‘attack cargo ship’ off Nigeria (BBC 11.04.2016), or items referring to inanimate dangers (poisoning, bombs, bomb blasts, fire, plane crashes, deadly bombings, hostages, riots, etc.), e.g., TB ‘joins HIV as most deadly infection’ (BBC 27.10.2015). Besides perils the foregrounded nouns name a source of safety restoration indicating representatives of the professions of doctors, policemen, investigators, e.g., Judge bans night clubs in Buenos Aires from opening (BBC 30.04.2016), or entities supporting human bodies, e.g., Food firm defeats one a week advice (BBC 15.04.2016).
Relatively rare means of attracting the audience’s attention appeal to the self-actualization need denoting objects of common interest: rare species, e.g., *Dinosaur killing rock ‘was a comet’* (BBC 22.03.2013); human predecessors, e.g., *Neanderthal big eyes ‘caused demise’* (BBC 13.03.2013); celebrations, e.g. *Rio Olympics end with Maracana carnival* (BBC 22.08.2016), etc.

Complex headlines’ foregrounding elements evoke several – mainly two – needs in a row: belonging to a nation and reputation, e.g., *China PM predicts ‘battle’ for growth* (BBC 5.03.2016); belonging to a nation and safety, e.g., *US planes strike IS camp in Libya* (BBC 19.02.2016). The latter variant of complex headlines has a special version meant for describing the activity of police with an attribute indicating a country and the subject denoting the police as the source of safety: *Austrian / Spanish / US police find / make / ambush* (BBC 4/5/8.01.2016). However, the interpretation of the headline contents depends on the predicate which can reverse the roles of police from a safety source as in the examples above to a danger indicated by the heading below: *Bosnia police held over armed robbery* (BBC 15.01.2016). This difference in the interpretation of the same units is triggered by the second step of news story composition concerning catching the attention of the audience by the whole of a headline.

**CATCHING THE AUDIENCE’S ATTENTION: HEADLINE PREDICATES**

The catching of the reader’s attention is completed in headlines by predicates and predicative complexes which characterize the entities denoted by the initial elements.

Headline predicates mainly denote activities connected with safety and self-actualization.

The analysis reveals that news headlines appeal to five types of safety: potential threat; safety loss, or threat; safety assurance; safety renewal / restoration; safety degree.

Potential threat implying possible harm is usually evoked by the predicates denoting counterforce between a source and target of approximately similar strength with no ensuing casualties:

- *US jets intercept Russian warplanes* (BBC 29.10.2015);
- prediction of peril, e.g. *Snow leopards face ‘new threat’* (BBC 23.10.2015);
- or warning about danger, e.g. *Assad warns of Mid-East destruction* (BBC 4.10.2015).

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Safety loss, or threat, resulting from target destruction is indicated by verbs denoting two types of harm: non-lethal, e.g. Many injured in Malta motor show case (BBC 4.10.2015), and lethal indicated by the verbs die, kill, hang, drown, e.g. LA worker dies after 53 storey fall (BBC 18.03.2016). The interpretation of the contents of the headlines denoting safety loss depends on the roles the source and target perform as the examples below with the verb kill suggest. The heading Italy alcohol poisoning kills 51 (BBC 11.03.2013) portrays alcohol poisoning as a source of threat affecting a number of individuals. Conversely, the headline Nigerian troops kill militants (BBC 31.03.2013) depicts Nigerian troops as a source of safety assurance protecting the locals who suffered from the militants.

Safety assurance consists in preserving a target’s secure state which is denoted by the units able, good, help, can, possible, get, e.g., UN steps up Syria aid as truce holds (BBC 29.02.2016).

Safety renewal implies a return to a secure state which can be achieved in three ways: through compensation, e.g., Worker to get Fukushima cancer payment (BBC 20.10.2015); by blocking a source of danger which results in social safety, e.g., Palestinian attackers shot dead (BBC 17.10.2015), by retribution, e.g., Moldova ex-PM held over $1bn bank scam (BBC 19.10.2015), as well as by a removal of blockage for the people whose freedom was previously restricted, e.g. Spain drops tax charges against Messi (BBC 6.10.2015).

Degree of safety is expressed by the occasional foregrounding of the nouns naming emotions, e.g. Outrage as children killed in Delhi (BBC 17.10.2015). The difference in the degree of emotional intensity is underscored by different distribution of emotives: their foregrounding, e.g., Anger at Saudi Shia cleric’s execution (BBC 02.01.2016), or backgrounding, e.g., Nigeria anger over equality law (BBC 16.03.2016). The foregrounding of the noun anger in the first example imparts the emotion of anger with a universal status while its backgrounding in the second example restricts it to the national level of Nigeria named in the initial position of the headline.

Self-actualization linked to a human desire for self-fulfillment is implemented in the headlines by the predicates denoting motion, e.g., Prince Charles visits Jordan refugee camp (BBC 13.03.2013), especially upward movement indicating growth, e.g., US economic growth slows sharply (BBC 29.10.2015), or underlying the formation of the meaning of degrees of comparison, e.g., Mobiles to load news article faster (BBC 7.10.2015). In addition, self-actualization is evoked by the units denoting promises, e.g., US pledges 450m in Egypt assistance (BBC 3.03.2013), victories, e.g., Neutrino ‘flip’ wins physics Nobel (BBC 6.10.2015); elections as a sign of democratic development, e.g. Zimbabwe votes on constitutional plan
Conversely, the self-actualization deficit is rendered by the units indicating a downward movement, e.g. *Lebanon’s PM Mikati steps down* (BBC 22.03.2013), or restrictions on upward motion, e.g. *Swiss bank curbs on executive pay* (BBC 3.03.2013). The reference to emotions to draw attention to self-actualization is extremely rare, e.g. *Excitement at new cancer treatment* (BBC 6.10.2015).

The attraction and catching of the reader’s attention in the headline is successful if s/he passes over to the text body which keeps that attention.

**KEEPING THE AUDIENCE’S ATTENTION: TEXTUAL STRUCTURE**

While headlines attract and catch the audience’s attention, the initial part of a news story is meant for keeping that attention throughout the textual sections of Headline, Lead, Main Event, Previous Event, Commentary, etc.

The textual composition linked to safety, esteem, and self-actualization needs is embodied in a number of patterns which determine the use of nominative units emphasizing the most important components of events reflecting a fusion of disposition and elocution.

The most typical pattern in the BBC news stories is that of *parallel emphasis* which is based on the repetition of the foregrounded units naming the sources of threat or self-actualization in the headline and in the body, underscoring dangerous or favourable components of a depicted event. In the next example, the move of parallel emphasis appealing to threat rests on subject-predicate complexes *Briton dies* in the headline (*Briton ‘dies defusing Islamic State bomb’ in Iraq in the lead*), and on Subjective Infinitive Complexes *A Briton […] to have been killed* in the lead (*A Briton working for a US contractor in Iraq is reported to have been killed as he tried to defuse a bomb planted by the so-called Islamic State group*) and *Another person […] to have been wounded* in the main event section: *Another person is said to have been wounded clearing ordnance in Ramadi, 60 miles (100km) west of Baghdad* (BBC 22.08.2016). Similarly, an appeal to self-actualization is rendered by foregrounding the name of a football club, which went vegan, in the headline (*Football club goes vegan in ‘world first’*), in the lead (*A football club is claiming to be the world’s first to adopt a vegan match day menu after removing cows’ milk from its hot drinks*), and in the main event section (*National League club Forest Green Rovers stopped selling meat burgers in 2011 and in July took fish off the menu to become fully vegetarian*) (BBC 30.10.2015).

The consecutive emphasis pattern keeps the audience’s attention naming a source of threat at the end of a headline and at the beginning of the following sections. For instance, the phrase computer viruses denotes the source of threat at the end of the headline German nuclear plant hit by computer viruses, at the beginning of the lead Computer viruses have infected PCs used at a German nuclear power plant and of the main event section (The viruses were found on office computers and in a system used to model the movement of nuclear fuel rods) (BBC 28.04.2016).

The zooming-in pattern keeps the audience’s attention naming danger in general terms in the headline and indicating its components in the text body. For example, the noun trial representing in general terms an event in the headline Mexican torture trial in plastic bag choking case correlates with the phrases denoting defendants: three Mexican federal police officers in the lead (Three Mexican federal police officers and two soldiers have been ordered to stand trial on charges of torture) and the numeral five in the main event section: The five are accused of torturing a woman who was detained in the southern state of Guerrero last year (BBC 28.04.2016).

The counteraction pattern keeps the audience’s attention by identifying the target of threat in the headline and its source in the lead. This relation is demonstrated by naming the target of threat by the noun police in the headline (South Yorkshire and West Midlands Police face legal action) and the source of threat by the noun families in the lead: Families of football fans who died in the Hillsborough disaster are pursuing High Court misconduct action against the South Yorkshire and West Midlands police forces (BBC 28.04.2016).

The causal-consecutive pattern consists in identifying the source of danger or of self-actualization in the headline and a result of its activity in the lead. For instance, a blast causing deaths is named in the headline Blast hits Turkish police station while the number of victims is indicated in the lead by the numerals one and 13: At least one person has died and 13 were injured in a car bomb blast near the main police station in the Turkish city of Gaziantep, officials say (BBC 1.05.2016). Conversely, self-actualization is implemented in causal-consecutive terms in more steps underscoring the process of achieving a favorable result: the cause indicated by the predicate cut denotes the reduction of mobile phone charges in the headline Mobile phone roaming charges cut within EU while the result is cited in the body from varying perspectives: the lead indicates the reduction of consumer bills (UK consumers using their mobile phones in Europe will see reductions in their bills from Saturday) while the main event section names the countries in which roaming charges will be introduced (Further caps are coming into effect on roaming - or connection - charges within all 28 countries of the European Union), the date of this introduction (From June next year, roaming charges in the EU will be abolished completely), and
consumers’ foreseen savings: The government said that those making calls, downloading data or texting would save millions of pounds in charges following the latest changes (BBC 30.04.2016).

The opposite – consecutive-causal pattern – keeps the receiver’s attention identifying the result of the reported event in the headline and its cause in the text body. In the following example, the consequence represented by dangerous actions of Russian jets is indicated in the headline US accuses Russia over Baltic jet manoeuvre while the cause is named by the predicate intercept in the body A Russian jet fighter that intercepted a US Air Force reconnaissance plane on Friday did so in an “unsafe and unprofessional manner” over the Baltic Sea, the Pentagon has said (BBC 30.04.2016).

To sum up, the most frequent method of keeping the reader’s attention is represented by the simplest patterns of parallel and consecutive emphasis which rest on the repetition of the structure of the headline and its sections respectively with a more rare application of the patterns based on semantic relations of zooming-in and zooming-out as well as those of counteraction, on the one hand, and cause and consequence, on the other.

CONCLUSION

Media rhetoric of needs subordinates the organization of texts to human desires which determine the activity of the author throughout the four canons of rhetoric with domination of the performance stage combining memory and delivery. At the invention stage human needs determine the choice of a topic, at the disposition phase the verbalized contents appealing to various needs attract, catch, and keep the attention of the audience in the headline and text body resulting in the fusion of disposition and elocution testifying to the inseparable connection of all the canons of rhetoric.

The rhetoric of needs opens up two immediate perspectives for further research: the study of needs embodiment in the media texts other than news stories and searching for the role of needs other than those which have been taken into account so far.
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PERMĄSTANT PATOSĄ: POREIKIŲ MEDIJŲ RETORIKA

SANTRAUKA. Šio darbo tezė ta, kad senojoje sakytinės retorikos tradicijoje vyraužė supratimas, jog patoso pagrindą sudaro aistra ir emocijos, moderniaisiais laikais užleido vietą technologijos medijuotiems žmogiškųjų poreikių diskursams, formuojantiems poreikių retoriką. Šioje naujos rūšies retorikoje išradimas nustato turinio pasirinkimą pagal auditorijos poreikius, nusiteikimas nustato turinio pasirinkimą pagal auditorijos poreikius, nusiteikimas nurodo turinio pasirinkimą tam, kad pritrauktų, pagautų ir išlaikytų skaitytoją dėmesį nuo antraštės iki viso teksto pabaigos, o iškalbingumas reikalauja įvardyti įvykio komponentus pagal fundamentalius žmogaus poreikius – kam nors priklausymą, reputaciją, saugumą ir save realizavimą.

RAKTAŽODZIAI: retorika, patosas, medijų retorika, išradimas, nusiteikimas, iškalbingumas, atlikimas, žmogaus poreikiai.