

## Argument Analysis: Appeals to compassion

Compassion is a powerful emotion that writers play on when writing persuasively.

When appealing to compassion, a writer may draw on a range of other techniques to evoke a sense of empathy concern in their readers. Imagery, for example, may be used to evoke concern. A rhetorical question could encourage readers to ponder the misfortune of others. An anecdote might be used to elicit sympathy.

Although appeals to compassion can take various forms, the intention is to manipulate the emotions of a reader, to illustrate distress or suffering endured by those close to an issue, and ultimately build support for a particular point of view.

### Appeals to compassion in action

**Activity:** Read the following opinion piece, identify persuasive techniques, including appeals to compassion, and explain the effect they may have on the intended audience.

## A little heart will fix homelessness

Angus Hagel, August 17, 2021

Melbourne is a prosperous and thriving city. On most days, it bustles with activity as people enjoy the cuisine, coffee and culture offered by its popular lane ways. In fact, Melbourne is so vibrant and successful that it was voted the world's most liveable city six years running. Compiled annually, this survey takes into account factors including healthcare, culture, the environment and education.

Despite our wealth and prosperity, there are almost 3,500 people who will sleep rough on our streets tonight. **They are faces we've become used to ignoring. They are gaunt, dirty and miserable. They huddle beneath threadbare blankets. They stare wretchedly at the ground as we pass.**

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It is a **disgrace** that we allow this suffering to continue.

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According to North and West Homelessness Networks, there are over 24,000 homeless people in Victoria. **In a city with skyrocketing house prices and exorbitant rent, it's little wonder that families doing it tough fall between the cracks.**

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Homelessness affects more Australians than ever before. According to Anglicare, only 6% of rental properties are affordable for low income earners. Only about 1% of those living on the aged pension can afford to pay rent. In 2018, the ABC reported the [heartbreaking story](#) of a sixty year old woman forced to live

in her car when she could no longer keep up with her bills. It's a story that's becoming all too common. Factors including poverty, domestic violence and mental health mean more and more vulnerable Aussies are **denied the dignity** of roof over their heads.

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What is most **distressing** is that we are more than capable of solving this problem. The federal government simply needs to invest more money in crisis accommodation and public housing. While their annual investment of \$1.7 billion might seem impressive, that's a drop in the bucket compared to the \$14 billion clawed back by greedy property investors every year.

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**Australians are a generous bunch who pride themselves on decency and a fair go.** It's about time we extended that spirit of generosity to those who need it most.

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## Argument Analysis: A little heart will fix homelessness

Read the article 'A little heart will fix homelessness'. Identify the issue, contention, audience and tone of the piece. Identify the persuasive techniques in the piece and explain the effect they are intended to have on the audience.

**Issue:** \_\_\_\_\_

**Contention:** \_\_\_\_\_

**Audience:** \_\_\_\_\_

**Tone:** \_\_\_\_\_

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