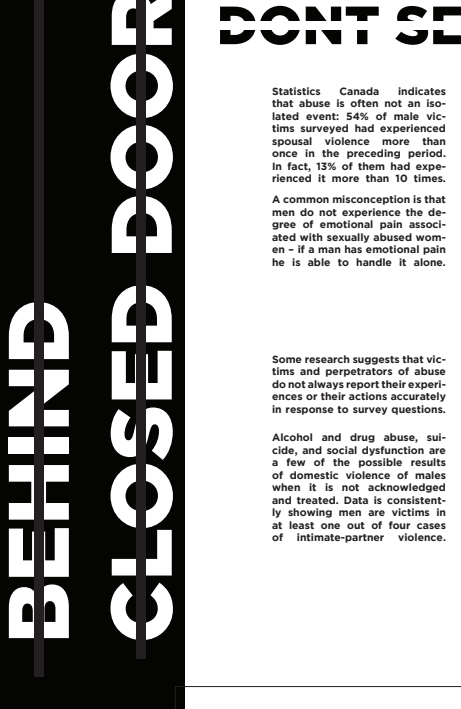


# **SOCIAL CAMPAIGN PATHOS & PERSUASION**

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PROCESS  
October, 2019

# **APPROACH I**

## **Typography Only**



**BEHIND  
CLOSED DOORS**

**WHAT YOU  
DONT SEE**

Statistics Canada indicates that abuse is often not an isolated event: 54% of male victims surveyed had experienced spousal violence more than once in the preceding period. In fact, 13% of them had experienced it more than 10 times.

A common misconception is that men do not experience the degree of emotional pain associated with sexually abused women - if a man has emotional pain he is able to handle it alone.

Some research suggests that victims and perpetrators of abuse do not always report their experiences or their actions accurately in response to survey questions.

Alcohol and drug abuse, suicide, and social dysfunction are a few of the possible results of domestic violence of males when it is not acknowledged and treated. Data is consistently showing men are victims in at least one out of four cases of intimate-partner violence.

**Contact your district representative and demand funding for shelters which protect male victims of domestic violence.**

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# **YOUR IGNORANCE = VIOLENCE**

Notes:

It was a challenge to use pathos through typography only. I found that the poster evoked a strong response from the viewer feeling like the poster is also found that using a familiar phrase made the public feel emotionally connected about. By changing “home is where the hurt is”, I was able to use the idea of pathos while

and effectively evoke emotion  
l that using words like “You”  
e public as it results in the  
rectly targetted at them. I  
hrase was powerful in making  
ected to the issue I was talking  
ere the heart is” to “home is  
create a strong heading that  
l conveying my issue effectively.

# **APPROACH 2**

## **Images Only**



Notes:

Through using images only, I wanted to represent the fact that male victims feel trapped, and often go ignored or hidden due to the stigma surrounding domestic violence against men. I also used multiples of four often (houses, people) to display the fact that 1 in 4 men state they have experienced domestic violence. By using a darker colour scheme, with one accent colour, it causes the images to be more direct and the subject matter to be taken more seriously.

# **APPROACH 3**

## **Rhetorical Device**



Notes:

Through the first poster, I used the image as an hyperbole, by showing the idea of someone feeling alone exaggerated as someone trapped alone in a jail, even though its their own home. The second poster uses anacoluthon, through the break in the sentence leading it to have a different meaning that usually expected. The third poster uses an anaphora, the repetition of ‘no’ at the beginnng of each sentence creates a direct message. The fourth poster uses an anthypophora, by posing the question in the header, but then answering it immediately through the imagery.