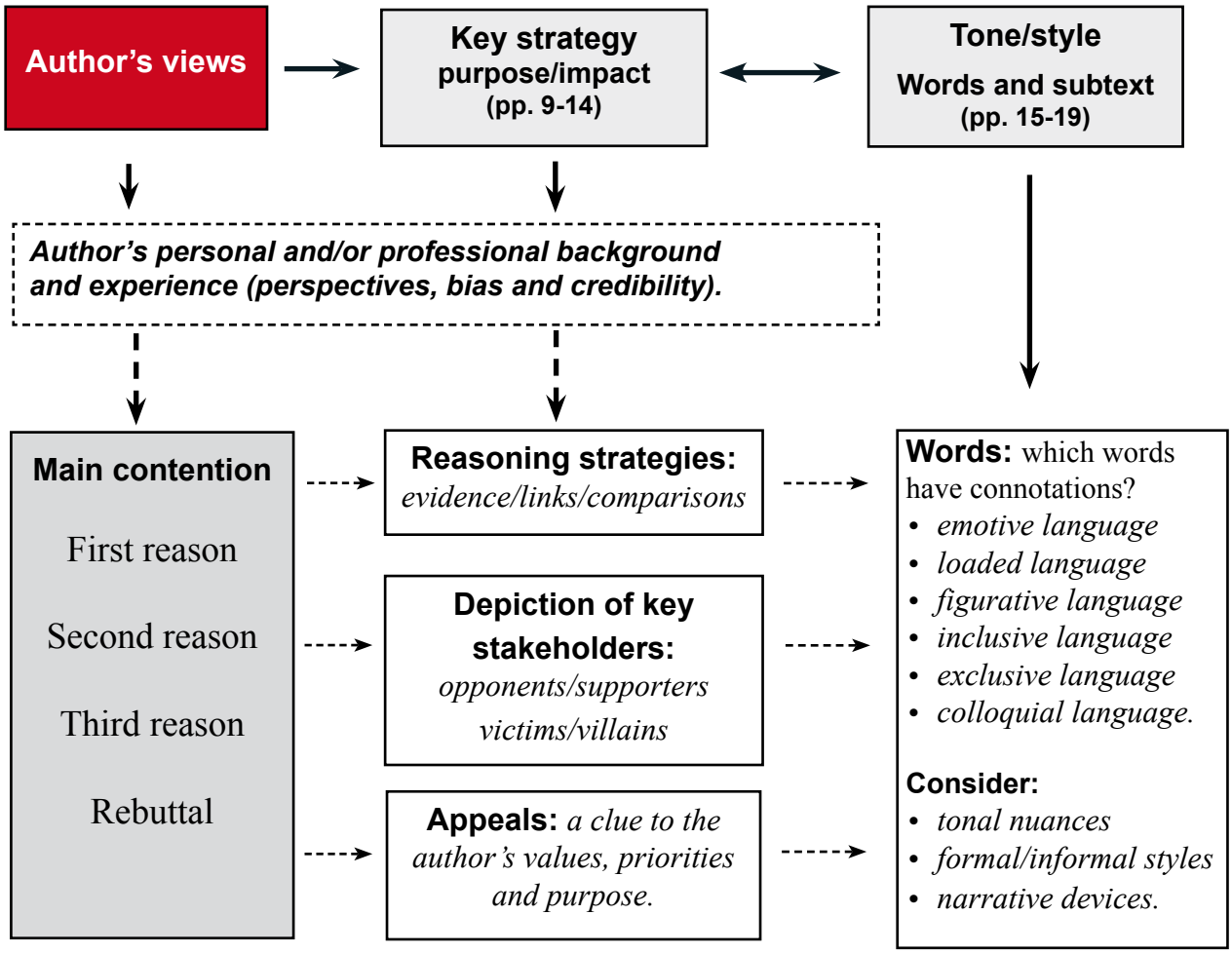
4 Key strategies



What is the impact?

Sympathy for victims

Fear, shock, horror.

"People are actually moved by the heart stories: what this has done for you ... The heart is much more powerful than the head." Tim Costello, *The Age*, 25/8/07

Explore a range of emotions: sympathy, pity, anger, compassion, fear, sorrow, guilt, shock, horror ...

Denial, shame, guilt disgust, pity.

Anger at villains and/or perpetrators

Words that convey emotion or suggest extra meanings are: connotative; emotively-charged, value-laden, dramatic, colourful, figurative, hyberbolic.

Suspicion, distrust, scepticism

Your thoughts: is the author reasonable and logical? What are the implications of the author's logical appeals and "obvious" connections? Are you convinced? Reassured?

Hope, relief, trust reassurance.