

Emotional and Objective Thinking

Carolyn Murphy

MARK ANTHONY swayed the Roman crowd through his use of emotional words and turned their hatred from Caesar to Cassius and Brutus so cleverly that they were never cognizant of the fact that they were captives of his emotional appeal. This emotional appeal has permeated nearly every fact of our modern life and is particularly evident in our political, advertising, and literary society.

While our politicians today profess their esteem for their countrymen's welfare, many divert the attention of their listeners from the real issues to capture their minds by emotional words and literally do their thinking for them. Although the recent tour of Soviet Premier Nikolai Bulganin and Communist party chief Nikita Khrushchev in India was supposed to be just a friendly visit, even casual probing into their motives and an analysis of their speeches would probably reveal the fact that they had set out to convince the Indian crowds that Russia wanted peace and was the friend of mankind. By careful emotional appeal they were able to influence the thinking of millions of people who never stopped to consider the insidious methods used by the Communist leaders to ensnare their intended victims. While in like manner many politicians in our recent municipal elections made promises for the future, some carefully avoided straight thinking on the real issues by arousing the emotions of the voters.

A similar selection of words which appeal to the emotions is frequently used by advertisers. They picture in such appealing terms the ease with which money may be borrowed, the enjoyment awaiting the owner of a new car, or the personal pleasure and satisfaction awaiting the smoker of a particular brand of tobacco. While the advertising does not reveal the vicissitudes awaiting the borrower of money, it paints a glowing picture of the ease of securing the money, the fact that no questions will be asked, and that the arrangement is a convenient one. Because of this emotional appeal, the loan is represented as the panacea for all of one's money problems. As a result, many people embark on a program which results in their making payments to the loan company for many years. Many advertisers are able to represent their product in such flattering terms that they arouse the emotions of the reader and create a desire for their particular product. As a result, the reader with the newly aroused desire for the advertised product does very little, if any, objective thinking.

A similar use of emotional phraseology is that practiced by the newspapers, critics, and public speakers who through the use of their carefully chosen words sway the opinion of their readers or listeners. A careful analysis of our newspapers would reveal that many have

deep-seated convictions on our relations with England, the labor unions, the farm problem, desegregation, and countless other controversial issues which appeal to the emotions of the reader and result in his adopting much that he reads as his own beliefs. While the orator would lose much of his forcefulness if a neutral word were substituted for the emotionally toned word and the critic would not be able to express his personal prejudice publicly, the reader would be able to do some straight thinking for himself.

When one loses the ability to discriminate between emotional words used by a skilful writer to ornament a passage of straight thinking and emotional words designed to arouse only the emotions, one has yielded to an evil influence. One should guard against being easy prey for the politician, advertisers, and writers, by scrutinizing everything that is read in terms of emotional or objective meaning.

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How Individualism and Conformity Helped a People

Timotheus Carson

INDIVIDUALISM is a quality of behavior based on the theory that "the individual rather than society is the paramount consideration or end." Conformity is the quality of agreeing to the standards of society. It embraces the concept that individual proficiency in any art or science can be acquired only by conforming to certain orthodox precepts. Individualism on the other hand holds that the attainment of proficiency in any art or science must be developed from within. It further holds that standards and institutionalized knowledge are merely incidental. Both concepts in the proper times have their advantages.

During the late 1800's, the emphasis of education lay upon the development of the fine arts. W. E. B. Dubois and other thinkers of that period stressed a conformity to such emphasis as a solution to the problems of their fellow citizens who were released from servitude. Many felt that those seeking an education should go north where they would be trained in the fine arts. Booker T. Washington came upon this critical scene with an experimental solution of "casting down your buckets where you are." He asserted that those unfortunate citizens could best work out their salvation by remaining where they were. He believed that they should be trained in the industrial and agricultural arts to achieve economic independence in the South.

He was criticized by many as a radical individualist for stating that "the Afro-American must first have economic security and pre-