

GROUP 1



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***THOR: THE
MIGHTY
AVENGER***

ISSUES #1-3

TWACK!

1.

ETHOS

THE ETHICAL APPEAL

2.

PATHOS

THE EMOTIONAL APPEAL

BANG

ART STYLES

- Simple yet realistic
- Results in character distinction
- Aids audience involvement



3.

LOGOS

THE LOGICAL APPEAL

AARGH!

LOGOS

Convincing arguments with logical reasoning.

Often used in superhero media by the antagonist in a twisted way to juxtapose the ethos of the superhero.

Also often used by good-guys to justify going against the protagonist or in other questionable situations.



LOGOS USED FOR COMEDY

The oversimplification of an argument of logos can both make fun of characters and simply be ridiculous in a comedic way



POW

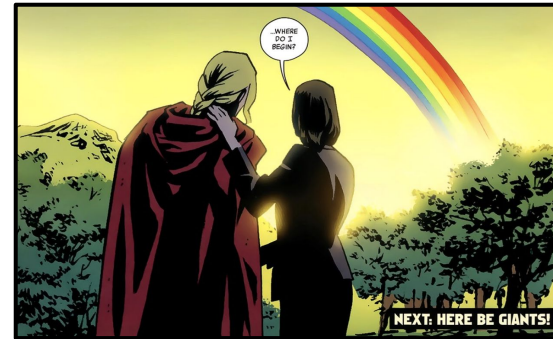
4.

KAIROS

THE TIMELY APPEAL

RAINBOW AS "HOME"

Symbolic rainbow is timely placed when there are new developments and meaning to the notion of “home” for Thor.



DRAMATIZING SUSPENSION

Comic authors dramatize the scene by building and choosing to break the suspension at the perfect time.



DRAMATIZATION OF STRENGTH



At his weakest time, authors chose to give him strength and his hammer, dramatizing his incredible power.



5.

TWACK

***WRITING
STYLE***

WRITING STYLE

- × Matt write your stuff here