Climate Challenge, a serious game by BBC, is exactly what is sounds like to anyone who knows a little about the current global climate crisis: a game in which your task is to effectively eliminate your region's greenhouse gas emissions while simultaneously sustaining your resources, including currency, electricity, food, and water, as well as keeping in the public's favor. If this task sounds daunting, that's because it is, a challenge that world leaders across the planet face on a daily basis. The game is meant to challenge you (hence the name), in order to paint a picture of what's it's like attempting to run a country, let alone decrease its emissions output. Through the use of the rhetoric appeals ethos, pathos, and logos, *Climate Challenge* seeks to bestow upon its players the importance of green living, the abilities of a nation's leaders to establish this concept, and the kind of rewards that await once it has been established.

It's first necessary to understand, however, what exactly these rhetoric appeals, pathos, logos, and ethos, are.

Pathos is usually the most heavily used appeal, as it is directly tied to our emotions. It wouldn't be hard to locate a trace of pathos in any argument, as it can be a very persuasive tool. How many times has a movie trailer left you on the edge of your seat, excruciatingly excited for its release? What about those ASPCA commercials depicting the helplessness of those cute, fuzzy creatures? Don't they always stir up some want to contribute to their cause? The point of pathos is to visually or orally attack one's emotions in order to sway someone into a certain mindset or viewpoint. You saw that movie with that exciting trailer. You donated ten cents a day for those helpless animals, because you were emotionally swayed to a cause.

While emotions work wonders on the general public, often times a different kind of appeal is needed if the audience is more specific. Logos does the trick if a little reason is necessary to get the point across. Logos, providing evidence and factual data, can often times prove more powerful of an appeal than pathos. One of the most famous examples of logos used to its upmost potential is found in William Shakespeare's *Julius Caesar*, in which Marc Antony convinces a crowd of Romans, who were before swayed by Brutus to believe that the recently deceased Caesar was an ambitious tyrant, that Caesar was, in fact, a great leader. Antony does this through logical evidence that Caesar had no ambition in him, three times refusing the crown of Rome, crying when the poor wept, etc. Through the use of facts that directly make his point, Antony is able to turn an entire crowd of people to think parallel to his opinion. Methinks there is much reason in his sayings.

What pathos and logos eventually culminate to is arguably the most influential appeal of the three: ethos, an appeal to credibility. It happens all the time in the consumer market, when customers abandon unknown brands that they can't yet trust in favor of a wider-known company which they know they can depend on, a more *credible* source. Again for an example we can visit Marc Antony's soliloquy, in which he establishes his

ethos through repeatedly inserting that Brutus, who opinion directly opposes his own, is an honorable man. This simple interjection instills in the crowd to who Antony is appealing to that he is not seeking to put down Brutus or take away from his actions and words. This makes Antony seem like a character with motives, a more of an *appealing* person, someone one can listen to. Often ethos is established through the use of the other two appeals, as a source that uses facts, evidence, and reason, definitely comes across as more credible than one that doesn't, and someone who makes you feel happy, puts you in a good mood, or even makes you sad or depressed, will come of as someone who knows what they're talking about.

It's with these three devices that *Climate Challenge* gets its point across. The game is divided into ten stages, with each stage spanning ten years. The entire game, all ten stages, spans from 2000 to 2100. The player assumes the role as the leader of all European nations. Your main objective is to tackle climate change by reducing Europe's greenhouse gas emissions. This can be accomplished in a number of options, all of which are presented to you on the bottom of the screen. The player simply chooses the action he or she wants to take, split into five categories: national, trade, industry, local, and household. An example of an action on a national level would be introducing a new fuel tax, which would effectively eliminate a fraction of Europe's CO2 output while simultaneously making the government money. However, the general public would not be happy being taxed more heavily, a factor that becomes increasingly important as time progresses, as the player must stay in the favor of the public and get re-elected in

order to stay in office to complete all ten stages.

Notice the approval rating in the bottom right-hand corner. Obviously the general public would does not approve of being increasingly taxed for fuel, but doing so would make money and reduce carbon dioxide.

The player must juggle these two factors, cost and public opinion, while simultaneously attempting to lower the greenhouse gas output each decade. This ideally forces you to take small steps to reduce emissions like a true politician as opposed to large, dramatic leaps. The challenge is the lesson if the game, in that *Climate Challenge* puts into the shoes of these politicians to show us how touch these decisions are and that no action is a perfect one, and yet at the same time it teaches how important it is to strive for greener living.

So exactly how does *Climate Challenge* do this? Of course, the answer is through the use of rhetoric appeals, implementing all three, pathos, logos, and ethos, into its description,

setting, and game play in order to get its message across.

Pathos is often the easiest appeal to detect, as we can most easily tell when something we're viewing is affecting our emotions. Such is not the case with *Climate Challenge*. There is nothing about the game that makes one want to cry or leap for joy. No, pathos is not this game's strong suit. There are subtle inclusions of the appeal however, most notably in the satisfaction or regret one feels after the completion of each action. A player would expect to feel good about carrying out a command that lowers carbon dioxide emissions at low-cost while simultaneously keeping public dissatisfaction to a minimum. Oppositely, an action strictly done to increase revenue for the next decade, like excising a new tax, that potentially increases emissions would ideally leave the player feeling remorseful. Results of actions are displayed before the player chooses one over the other, so that he or she is fully aware that privatizing electricity for a few extra Euros will cause the public's electricity bill to go up. These emotions work in contributing to teach the player exactly what it takes, and how it difficult it at times can be, to juggle all the facets of being a leader, and also how rewarding it can be when one knows that the right thing has been done.

While pathos is embedded strictly in the game play of *Climate Challenge*, logos can be found on a much wider scale. Logic, facts, and data are everywhere throughout the game, especially in its preliminary description. The game uses real climate change data in its game play mechanic, had scientific advice provided by Oxford University Centre for the Environment (OUCE), and uses the most commonly accepted carbon dioxide emission forecasts, as provided by the IPCC. Logos is also at the heart of *Climate Change's* game play as well, as the player must constantly monitor the levels of greenhouse gas emission, revenue, and public opinion generated by each specific action they choose.
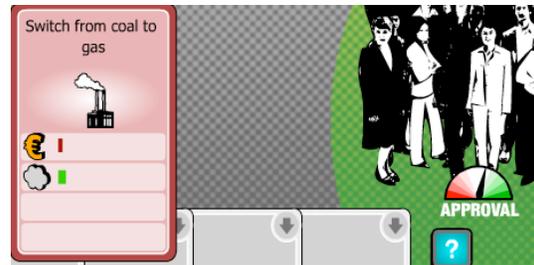
This screen accompanies every action that the player can potentially choose. The Euro symbol stands for revenue lost or gained (in this case lost), the cloud for CO2 emission (red for increased, green for decreased), and the meter in the right corner is a visualization of how the public will react to the action. Data and graphs like these are commonplace in the game.

The extensive use of logic (in the decision-making process between one action and another), reason, and data accumulates to a powerful appeal to the game's message of the difficulty of being a frugal political figure while still attempting to provide a more environmentally conscious nation.

What pathos and logos eventually culminate to is the game's ethos, its credibility. Obviously one would ask the question of is what this game is trying to instill is accurate or even relevant. *Climate Challenge* finds this mainly in its logos, as a game that uses facts and actual, real data comes off as more credible than one that doesn't. The game's description also establishes its ethos, as the organizations Oxford University Centre for the Environment and IPCC both contribute to making the game carry some heavy credentials.

Overall, it's a game's ethos that carries the most weight, as trust is a powerful thing, something that can stir individuals to do very powerful things. *Climate Change* is no exception, and benefits from the ethos it has established.

These three appeals are so embedded in everything we witness that often times we take them for granted, when really they can be found nearly anywhere, every commercial, every advertisement, movie, TV show, book, and video game. They are powerful ones in that they greatly contribute to instill in us the message that whatever we are viewing is trying to get across. *Climate Challenge* is no exception. It uses the weight of the decisions one must make as the leader of Europe to emotionally strain the player, thus communicating the inherent challenge of political progressiveness. Through the extensive use of facts, logical decision-making, and the reasoning behind the necessity of a greener planet, *Climate Challenge* utilizes logos as a means to portray its message. And finally, ethos, by means of an accumulation of its already established pathos and logos, enables the player to trust the game, and therefore listen to what it is saying, thus receiving its message fully. There's a reason these appeals are so heavily used in our society: they work.