

Emotion & Humour p 268

- all successful stories arouse readers' emotions
- the story should pursue the emotion indirectly, not directly.
- the serious writer is an interpreter, not an inventor.
- the discriminating reader will be able to distinguish contrived emotion from genuine emotion.
- Emotion is the by-product not the end-product.

Sentimentality in stories, the drawing forth of unmerited tender feelings.

This is manipulative and BAD!

If we as readers / viewers recognize that our buttons are being pushed, that's fine.

If we don't know that we're being manipulated, that's the sign of an immature not viewer.