This thesis will explore the different emotions used in British anti-slavery literature to evoke the reader’s sympathy for the enslaved protagonist, to gain support for the abolition of slavery and the slave trade. It will include close readings of poetry and slave narratives, and situating texts within their historical contexts, considering biography, genre, and Romanticism. Critics such as Brycchan Carey and John Coffey have investigated the use of individual emotions [sentiment and anger respectively]. My research aims to expand upon this by establishing relationships between these emotions, examining the various emotive techniques used in an attempt to gain the reader’s sympathy, demonstrating the numerous rhetorical devices used by abolitionist campaigners in the late eighteenth and early nineteenth centuries. It will impact both historical studies of the anti-slavery campaign, and literary studies of emotions, as well as potentially influencing the use of persuasive techniques in future political campaigns.