Emotive Language

A feature of the language of persuasion

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Appeals to emotions rather than logic

- Popular feature of the language of persuasion
- Persuades the reader or listener to respond emotionally
- Reader or listener is not encouraged to stop and think
- Consideration of the facts is not encouraged
Watch out for...

- Words which seem factual and accurate but which contain a bias

- If you were against animal testing, for example, you could say animals are tortured and murdered (emotive words) rather than being the subjects of experiments and euthanised afterwards
A celebrity could be described as skinny, gaunt, emaciated or dangerously underweight.

The same celebrity could also be described as slim, slender or trim.

The difference is emotive language.

Emotive language

What’s the difference between...
- Terrorist/Freedom Fighter
- Pro life/Pro choice
- Genetically modified food/Frankenstein food
- Free speech/Hate speech
- Peasants slaughtered/Peasants killed
- Prices plummet/Prices fall
Animal testing is the use of non-human animals in scientific experimentation. Most animals are euthanised after being used in an experiment.

Animal experimentation involves the incarceration of animals - which itself causes intense psychological distress - who are then poisoned, mutilated, given diseases and killed.
Two men in their early twenties were convicted of assault on an elderly man in Dublin city centre.

Thugs get jail time for sickening attack on grandfather.
Over to you

- Watch out for emotive language in your comprehensions

- Examine adjectives and adverbs. Are they factual and unbiased or are they emotive?

- Use emotive language if the task demands. For example, if you are asked to write a protest speech, then you should definitely use emotive language