

# 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

# Media

- ❖ 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

# Compare...

- ❖ 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

