

Week 7 lesson 4

Can I use emotive language in an argument?

Fast Five

Can you suggest 3 synonyms for each of these words?

1. happy
2. excited
3. disappointed
4. bought
5. thought

Fast Five - Possible Answers

1. happy – content, glad, merry, cheerful, joyful etc.
2. excited – exhilarated, thrilled, delighted, eager, enthusiastic etc.
3. disappointed - saddened, upset, disheartened, dispirited, discouraged etc.
4. bought – secured, purchased, acquired, procured, got hold of etc.
5. think – believe, consider, surmise, suppose, contemplate etc.

What is emotive language?

- Emotive language means using words that create an emotion in the reader.
- If you are trying to persuade someone in an argument, an effective technique is to use emotive language to draw on the reader's emotions.

Emotive language

There are a number of dogs left in a cage.

What emotive words could you use to describe the dogs in this cage?

Distressed
Abandoned
Neglected
Poor dogs
Helpless



Emotive techniques

- Using **adjectives** to describe the **noun**.
- The dogs were left in the cage.
- The **innocent** dogs were left in the cage.
- The **starving** dogs were left in the **hideous** cage.

Can you think of alternative adjectives in place of; **innocent**, **starving** or **hideous**.

Using **adverbs** to describe the **verb** is also an effective method.

- The dogs were left in the cage.
- The dogs were **cruelly** left in the cage.
- The dogs were **inhumanely** left in the cage.

Can you think of alternative adverbs in place of **cruelly** or **inhumanely**.

Another effective way is to replace the nouns and verbs with words which will influence the reader.

- The dogs were left in the cage.
- The **puppies** were **abandoned** in their **prison**.

Can you think of alternatives to these nouns and verbs that will have an influence on the reader?

People should have a license to own a dog.

I believe that people should have a dog license for two main reasons:

- Having a dog license would mean that lost dogs could be returned to their owners easier. At the moment 13000 dogs are lost each year.
- Having a dog license would mean that only responsible dog owners could look after dogs so they don't get mistreated.

Can you rewrite this, using emotive language, putting forward an argument for dog owners needing to have a dog license?

People should have a license to own a dog

I believe that the idea that people have to have a dog license before they can own a dog is essential for two main reasons:

Firstly, over thirteen thousand poor defenceless dogs go missing each year. They are left to fend for themselves, often having to scavenge amongst litter bins, or if they are picked up, have to live pent up in dog kennels until their owners are found.

Secondly, there are thousands of dogs that are mistreated, abused and neglected each year. Some are confined in small cages that are more like prisons than homes. Other poor creatures are so badly treated they are left starving, requiring urgent medical attention as well as some tender loving care.

Having a dog license would make it far easier to reunite the owners with what is to many a missing part of their family. Additionally, having a dog license would also ensure that only responsible owners could have the opportunity to look after what is 'man's best friend'.