**Term 6 Week 7 Lesson 1 Year 10: Emotive language**

**Do now:**

1. **What is emotive language?**
2. **How long should your presentation last?**
3. **What language device is used below?**“Eminent psychologist Dr Emily Haggard states that students are under more mental pressure now than ever before.”

**Task 1:**

**Which of the facts below have the greatest impact on you or strike you the most? Give your reasons why you think this.**

*1.* Dangerous driving convictions soar 29% in 2016: Data shows 5,179 reckless motorists received bans.

*2.* DVLA stats show that dangerous driving disqualifications rose by 1,173 in 2016.

*3.* Of all reckless driving bans last year, 87% were handed to male motorists.

*4.* Young drivers are the most likely to be caught, the data showed.

*5.* According to the statistics, young adults between the ages of 26 and 35 are more likely to be disqualified for dangerous driving than any other age group.

**Task 2:**

**Emotive language is used to make us FEEL something. It could be:**

* **pity / sympathy – “That poor boy!”**
* **anger – “That’s awful!”**
* **hope – “We might win!”**

****

***Write a list of words that*:**

1. **Make us feel sympathy for the dog**
2. **Make us feel anger at its mistreatment**

**Task 3:**

The easiest way to be emotive is to add adjectives to describe a noun, or adverbs to describe a verb:

* The **dog** had been **left** by its **owners.**
* The **innocent** **dog** had been **left cruelly** by its   
  **neglectful owners**.

**Can you think of some alternatives for the adjectives *innocent* and *neglectful* and the adverb *cruelly*?**

**Task 4:**

**Look at your draft of your own speech. Does it have emotive language?**

**How could you include emotive language to make your audience FEEL an emotion?**

**Add it in now.**

**Continue writing your draft. Remember the following:**

* **AFORREST**
* **GOMASSIVE in your anecdote**
* **Personal pronouns to connect you with your audience**
* **Counter- argument to acknowledge other’s opinions**
* **An effective hook at the beginning of your speech**
* **You haven’t just listed a lot of facts and statistics**
* **The power of repetition**
* **Annotated for pauses and body language (for your performance)**
* **Emotive language**