

Worksheet 1: Animal Rights Using Emotive Language

As I continued to read, I was shocked and repulsed to see the horrific way animals are killed. To see creatures suffering so much made me ill. I had been on a school trip to our local abattoir. It smelt revolting and it was quite tragic.

In the excerpt from *Animal Rights* above, we are left in no doubt about how the author of this text feels about slaughter of animals. By using carefully selected words and phrases such as *shocked and repulsed, horrific, suffering, made me ill, revolting and tragic*, the author has tried to appeal to our emotions for the purpose of getting us to feel a certain way about the issue being discussed. These types of words and phrases are examples of **emotive language**. Emotive language aims to evoke specific types of emotional reactions in people rather than appealing to logic and reason. It can be particularly persuasive to influence another person's opinion on issues and widely used in argument texts to support a point of view on an issue or topic.

Task 1: Choose one of the following topics related to Animal Rights

Animals are better off in a zoo
Eating meat is essential to good health
Using animals for scientific research is cruel
Making animals perform for an audience should be illegal
Dogs that bite people should be put down

Task 2: Plan an argument text using the following structural guidelines about the topic you have chosen:

Title - identify the topic

Statement of contention – indicate how you feel about the topic

Series of sequenced statements – outline the reasons for your opinion using backup evidence and relevant information to help justify and support your point of view.

Concluding Statement – summarise the content of the text

Task 3: Write your argument text using as much emotive language as you can. (Handy hint: Don't be too aggressive in your approach as some people may be put off or even offended by what you are saying).

Extension Activities:

- Emotive language is also used in other types of persuasive texts such as magazine advertisements, newspaper headings or letters to the editor. Locate some examples of this and explain how its use aims to appeal to the reader's emotions.
- Write a magazine or television advertisement that uses emotive language to encourage people to buy free-range eggs. Present it to an audience and ask for their feedback. Has your ad influenced them in any way?