



EMOTIVE LANGUAGE

WHAT IS EMOTIVE LANGUAGE?

Emotive language is the term used when certain word choices are made to evoke an emotional response in the reader.

This kind of language often aims to persuade the reader or listener to share the writer or speaker's point of view, using language to stimulate an emotional reaction.

USES OF EMOTIVE LANGUAGE

Emotive language can be used in a number of ways. In spoken language it could be used within speeches, spoken word performances, public addresses, debates and even everyday conversation. It's often used in creative or fictional writing to give the reader a dynamic and engaging experience. This technique is common in novels, poetry, short stories and plays.

Emotive language can also be used in non-fiction writing, such as biographies, newspaper articles, opinion pieces and personal blogs.

EXAMPLES OF EMOTIVE LANGUAGE IN NEWS

- An innocent bystander was murdered in cold blood in Downtown Chicago.
 - The words "innocent" and "murdered" and the phrase "in cold blood" are the uses of emotive language in this sentence.
- The defenseless victims were attacked in the cover of night.
 - The phrases "defenseless victims" and "cover of night" and the word "attacked" are the uses of emotive language in this sentence.
- In each example the emotive words do not need to be used to communicate a fact. However, this diction creates an emotional response in the audience.



EMOTIVE WORDS

Some words evoke a strong emotional reaction in the majority of readers or listeners. They hold a certain weight that is hard to ignore. Some examples of these are:

- Adjectives– Appalling, Wonderful, Magical and Tragic.
- Abstract Nouns– Freedom, Pride, Justice, Love and Terror.
- Verbs– Destroyed, Vindicated, Saved, Betrayed and Adored.
- Emotive Adverbs– Angrily, Defiantly, Proudly and Beautifully.



for freedom in the history of our nation.

FOR EXAMPLE

EXAMPLES OF EMOTIVE LANGUAGE

This speech includes several examples of emotive language. For instance:

- The phrase 'I have a dream' uses personal pronouns, inviting those listening to share in King's vision of a better world. This phrase is repeated emphatically throughout the speech.
- 'Brotherhood' is an abstract noun – a word describing an idea or concept. King uses this emotive phrase to appeal to the audience's desire for the things that 'brotherhood' represents – acceptance, equality and community.
- King also uses metaphorical language, describing the state of Mississippi as 'sweltering' with injustice and describing the cool 'oasis' of freedom that it could be. Using sensory descriptions of heat helps to illustrate the difficulty of the struggle for civil rights, as well as reminding his audience what they are striving for. This section of the speech is intended to motivate civil rights activists to keep protesting for their rights.