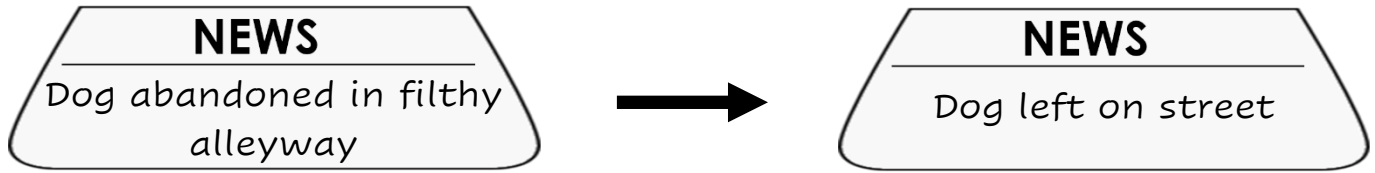


Emotive Language

Emotive language can be very powerful when trying to persuade people.

Emotive language evokes **emotions**. It is designed to make people **feel** a certain way. Look at the difference between these headlines. What do you notice?



Emotive language has been used in each headline.

Rewrite each headline, removing the emotive language (while retaining its meaning).

1. Unbelievable World Cup upset as Spain loses to Australia!

2. Popstar's outrageous demand: no phones at her concert!

3. An astonishing cure for headaches.

4. Courageous woman fights off killer crocodile.

5. Angry mob of protesters take over the city.

6. Teen singing sensation mesmerises audience.

Try writing your own headline using emotive language.

A large trapezoidal shape representing a news headline template. It has the word 'NEWS' in bold at the top, followed by a horizontal line, and then a large empty space for writing a headline.