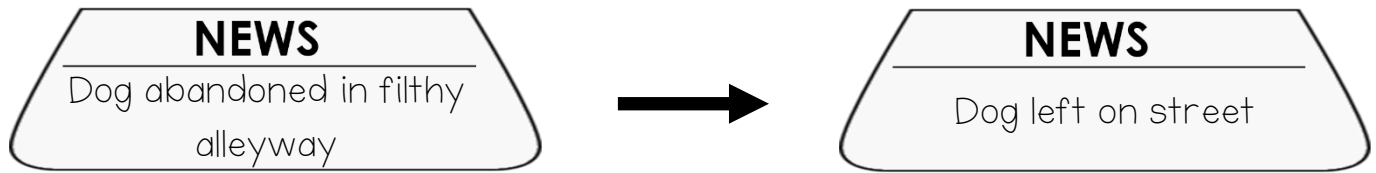


Emotive Language

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 box with a horizontal line across the top. The word 'NEWS' is written in bold, black, uppercase letters above the line. The rest of the box is empty, intended for the student to write their own headline.