Loaded Language

The Smoking Gun of Persuasion

Brian Davis

7th Grade Geography - Central Middle School Bartlesville, OK

Other Hats I Wear - Technology Coach, Department and Team Lead, Webmaster, Science Olympiad Coach, Dad, Husband and Softball Fan.

Phone: 918.914.2935

Email: davisbk@bps-ok.org

Google Classroom Code: f13qlem

My goal as a geography teacher is to create globally aware, critically thinking citizens for our community who contribute the World around them.

Oklahoma Academic Standards for the Social Studies:

Grade 7 World Geography: Eastern Hemisphere

Literacy Skills Standard 1: The student will develop and demonstrate Common Core Social Studies reading literacy skills.

B. Craft and Structure

4. Determine the meaning of words and phrases as they are used in a text, including vocabulary specific to domains related to history/social studies.

6. Identify aspects of a text that reveal an author's point of view or purpose (e.g.,loaded language, inclusion or avoidance of particular facts).

C. Integration of Knowledge and Ideas

7. Integrate visual information (e.g., in charts, graphs, photographs, videos, or maps) with other information in print and digital texts.

Literacy Skills Standard 2: The student will develop and demonstrate Common Core Social Studies writing literacy skills.

B. Production and Distribution of Writing

4. Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.

How does the following quote make you feel?

"The America, I know and love is not one in which my parents or my baby with Down Syndrome will have to stand in front of Obama's 'death panel' so bureaucrats can decide whether they are worthy of health care."

Sarah Palin Aug. 2009

Essential Question??

How do politicians’ and the media’s use of loaded language affect voters and the opinions they have on key issues?

Loaded Language

Words which elicit or enhance positive or negative emotional reactions.

- **Gain support**
- **Sway opinions**
- **Degrade others (such as in a political campaign)**
- **Gain a political foothold**
- **Push an agenda**

Using Adjectives to load language

“The drastic reduction …” vs. “The planned reduction …”

“The draconian plan…” vs. “The strict plan…”

Using Proper Nouns to Load Language

The Trump Wall

vs

The Border Wall

vs

The Affordable Care Act

Using Common Nouns to Load Language

“The *demonization* of XYZ …” vs. “The criticism of XYZ …”

“The 1%….” vs. “wealthy Americans”

Using Verbs to Load Language

“Her benefits were *slashed* …” vs. “Her benefits were reduced …”

Using Adverbs to Load Language

"The *horribly* executed mission …" vs. "The *ineffectively* executed mission …"

State officials estimate the number of uninsured people in Washington state, astoundingly, has dropped below 6 percent.

Other ways to Load Language

Name calling - Crooked Hillary, Third Rate, Rookie, loser, socialist

Sweeping Generalities - family values, will of the people, Make America Great Again