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.

OAS 2012	OAS 2019
Grade 7 World Geography: Eastern Hemisphere	
Literacy Skills Standard 1: The student will develop and demonstrate Common Core Social Studies reading literacy skills.	Read Critically and Interpret Informational Sources: Students will engage in critical, active reading of grade-level appropriate primary and secondary sources related to key social studies concepts, including frequent analysis and interpretation of informational sources.
B.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.	4.A.6-8.3 Acquire, determine the meaning, and appropriately use academic vocabulary and phrases used in social studies contexts.
B.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).	4.B.6-8.1 Analyze works written on the same topic and compare methods the authors use to achieve similar or different purposes.
C.7. Integrate visual information (e.g., in charts, graphs, photographs, videos, or maps) with other information in print and digital texts.	4.A.6-8.2 Integrate the use of visual information (e.g., maps, charts, photographs, videos, political cartoons) with textual information from primary and secondary sources.
Literacy Skills Standard 2: The student will develop and demonstrate Common Core Social Studies writing literacy skills.	Engage in Evidence-Based Writing: Understanding the multiple purposes of the writing process. Students will develop written products designed for a variety of social studies related investigations. Students will use and integrate evidence to present knowledge and support opinion.
B.4. Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.	5.A.6-8.4 Write independently over extended periods of time and for shorter time frames, varying modes of expression to suit audience, purpose, and task and/or to analyze different perspectives.

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