Loaded Language

Words which elicit or enhance positive or negative _____ reactions.

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

"The *drastic* reduction …" vs. "The planned reduction …"

"The draconian plan…" vs. "The strict plan…"

are examples of _____ being used to load language.

The Trump Wall and Obamacare are examples _____ being used to load language.

"The *demonization* of XYZ …" vs. "The criticism of XYZ …"

"The 1%...." vs. "wealthy Americans"

are examples of _____ being used to load language.

"Her benefits were *slashed* …" vs. "Her benefits were reduced …"

is an example of _____ being used to load language.

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

is an example of _____ being used to load language.

Other forms of Loaded Language

_____ - examples include "Crooked" Hillary, Rookie, loser - used to put down or discredit a political opponent.

_____ - examples include "Make America great again" - "Will of the people" - using some statement in an all-inclusive way without allowing for any exceptions.