**Language Analysis**

**Tone**

* bitter
* cynical- this means you only care about yourself
* sarcastic
* resentful- this means you feel you have been treated badly
* disappointed
* pessimistic
* appalled
* grumbling
* detached
* neutral
* sensible
* sensitive
* sincere
* tolerant
* respectful
* hopeful
* wistful- this means having a vague longing for something, kind of like hopeful
* optimistic
* amused
* jocular- this means humor or playful
* humorous
* enthusiastic
* appreciative
* passionate
* antagonistic- this means to actively oppose something
* dramatic
* insensitive
* arrogant
* unsympathetic
* critical
* bombastic- this means over inflated, kind of like over exaggerated
* pleading

**Language can be**

* inflated
* assertive
* sophisticated
* superficial
* stereotyped

**The intended effects of the language**

* The language is designed to provoke...
* This writer has concentrated his effort on...
* This article pinpoints...
* The writer means to fuel the debate on...
* The article attempts to enlist the support of...
* The write stresses...
* The writer questions...
* This text clearly reveals the writers stance on...
* The write enters the arena of discussion by...
* The article endorses...
* The intensity of the focus on...
* This constructs a picture of...
* Evokes sympathy for...
* Encourages the view that...
* Builds his own credibility by attacking that of...
* Employs the strategy of...
* Focuses on...
* Does not disregard the views of those who...

**Why is the author using this language?**

* For the reader, this text produces...
* Perhaps the most interesting aspect of the article is...
* Readers response might well be to...
* Visual interest in this text is created by...
* This article generates...
* This text accentuates...
* The cumulative impact of this language is to...
* This article magnifies...
* to change the readers view of the ...
* to encourage the reader to think differently about the issue
* to position the reader to consider a different aspect
* to invite the reader to question this approach
* to distance the reader from these people and their views
* to include the reader, boost his or her sense of importance
* to enhance the credibility of his argument
* In an attempt to...
* Downplays the...
* leaves no room for doubt
* Prompts the reader to feel...

**What is the journalist doing?**

* insinuating
* demonstrating
* indicating
* exhibiting
* promoting
* convincing
* challenging
* criticizing
* judging
* manipulating
* suggesting
* influencing
* intending
* revealing
* attacking
* expressing
* focusing
* inviting
* examining
* provoking
* referring to
* discrediting

**Persuasive devices**

* Addressing the reader
* Alliteration
* anecdote- a short story
* assumption
* attacking opponents
* authority
* colloquial language
* connotations
* emotional appeals
* emotive language
* establishing a common interest
* evidence
* fact- undisputable
* generalization
* listing
* metaphor
* relevance
* repetition
* rhetorical questions- asked in a way that to disagree would be to dismiss some obvious point, a point that is so transparently true that is commands agreement
* showing weaknesses in others viewpoints
* use of nostalgia- bringing up the past to make the reader think that the present policy is awful
* use of reason and logic