

MAD DOGS AND ENGLISHMEN – EXAMPLES OF EMOTIVE LANGUAGE

WORDS AND PHRASES USED BY THE BRITISH PRESS DURING THE FIRST GULF WAR.

<p>We have -</p> <p>Our Army, Navy and Air Force Reporting guidelines Press briefings</p>	<p>They have –</p> <p>Their war machine Censorship Propaganda</p>
<p>We –</p> <p>Suppress Eliminate Dig in</p>	<p>They –</p> <p>Destroy Kill Cower in their hideouts</p>
<p>Our troops are –</p> <p>Boys</p>	<p>Their troops are –</p> <p>Hordes</p>
<p>Our troops are –</p> <p>Professional Cautious Heroes Dare devils Loyal Resolute Brave</p>	<p>Their troops are –</p> <p>Brainwashed Cowardly Cornered Cannon fodder Blindly obedient Ruthless Fanatical</p>
<p>Our weapons cause –</p> <p>Collateral damage</p>	<p>Their weapons cause –</p> <p>Civilian casualties</p>
<p>We –</p> <p>Precision bomb</p>	<p>They –</p> <p>Fire wildly at anything and anybody</p>
<p>Our planes –</p> <p>Fail to return from missions</p>	<p>Their planes –</p> <p>Are zapped</p>