

MAD DOGS AND ENGLISHMEN – EXAMPLES OF EMOTIVE LANGUAGE

Here are examples of the type of language you should not use in your academic writing

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>