Evaluative Language

Evaluative language shows the writer’s **judgment** of something – what the writer thinks, or how they feel about the topic. It deals with opinions, not facts.

* **Non-evaluative language:** this orange weighs 120g and has a 7cm diameter. Oranges contain high levels of vitamin C.
* **Evaluative language:** oranges are delicious! There’s nothing better than freshly squeezed orange juice.

Evaluative language is about measuring up, assessing the value, and comparing. It’s about saying whether you think something is good or bad, better or worse than other things – and why.

Evaluative writing is often a form of persuasive writing. By expressing your opinion clearly and making a good case for why you’re right, you might convince the reader to agree with you. To make your writing even more convincing, you could use persuasive language techniques like emotive and figurative language, word connotations, and modality, that will subtly influence the reader.

**3 Main Tools of Evaluative Language**

Judgement

* Use evaluative adjectives to show judgment (e.g. bad, great, awful)

Comparison

* Use comparative & superlative adjectives to **juxtapose** (put next to/compare) two things (e.g. good, worse, better than)

Persuasion

* Use modal verbs (should, must)
* Use figurative language (similes, metaphors)
* Use emotive words with positive or negative connotations (disgusting, pure)

**Types of Evaluation**

Evaluation can be….

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| **Explicit =** (clearly stated judgment) His outfit looks dreadful. | **Implicit =** (suggested or implied judgment) He’s brave to wear THAT outfit. |
| **Intense/extreme** – I absolutely hated and despised it with every fibre of my being! | **Mild/moderate** – it was not too bad. |
| **Biased** – my darling grandson is the cleverest and most handsome boy at the school! | **Supported by evidence** – 90% of the restaurant reviewers agreed with me that the food was bland. |