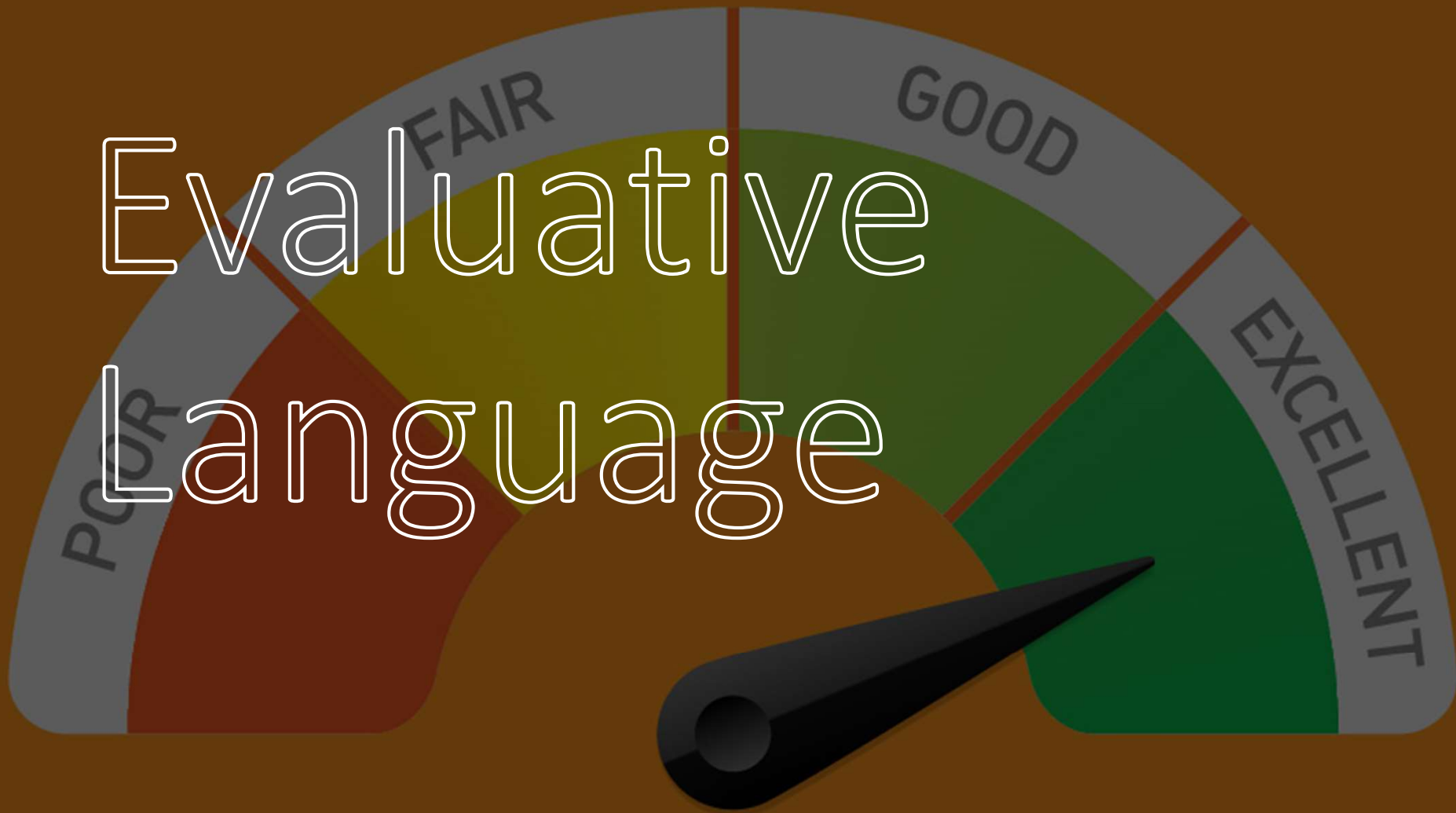


Evaluative Language





Evaluative Language = opinions

- Evaluative language expresses an opinion or a point of view about something.
- It is NOT facts that everyone could agree on.
 - **Fact:** the entree was minestrone soup
 - **Evaluation:** the entree was revolting
- Evaluation judges the worth and assesses the quality of things.
- Measures them up against the author's criteria. Compares them to other things and decides if they're better or worse.



Different types of evaluation

- **Explicit** = (clearly stated) “His outfit looks dreadful.”
- **Implicit** = (suggested) “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.
- **Persuasive** – disgusting pollution in our waterways is a threat to innocent wildlife! Anyone who cares about animal welfare must agree that corporations need to stop dumping garbage into the ocean.

Evaluative texts = persuasive texts

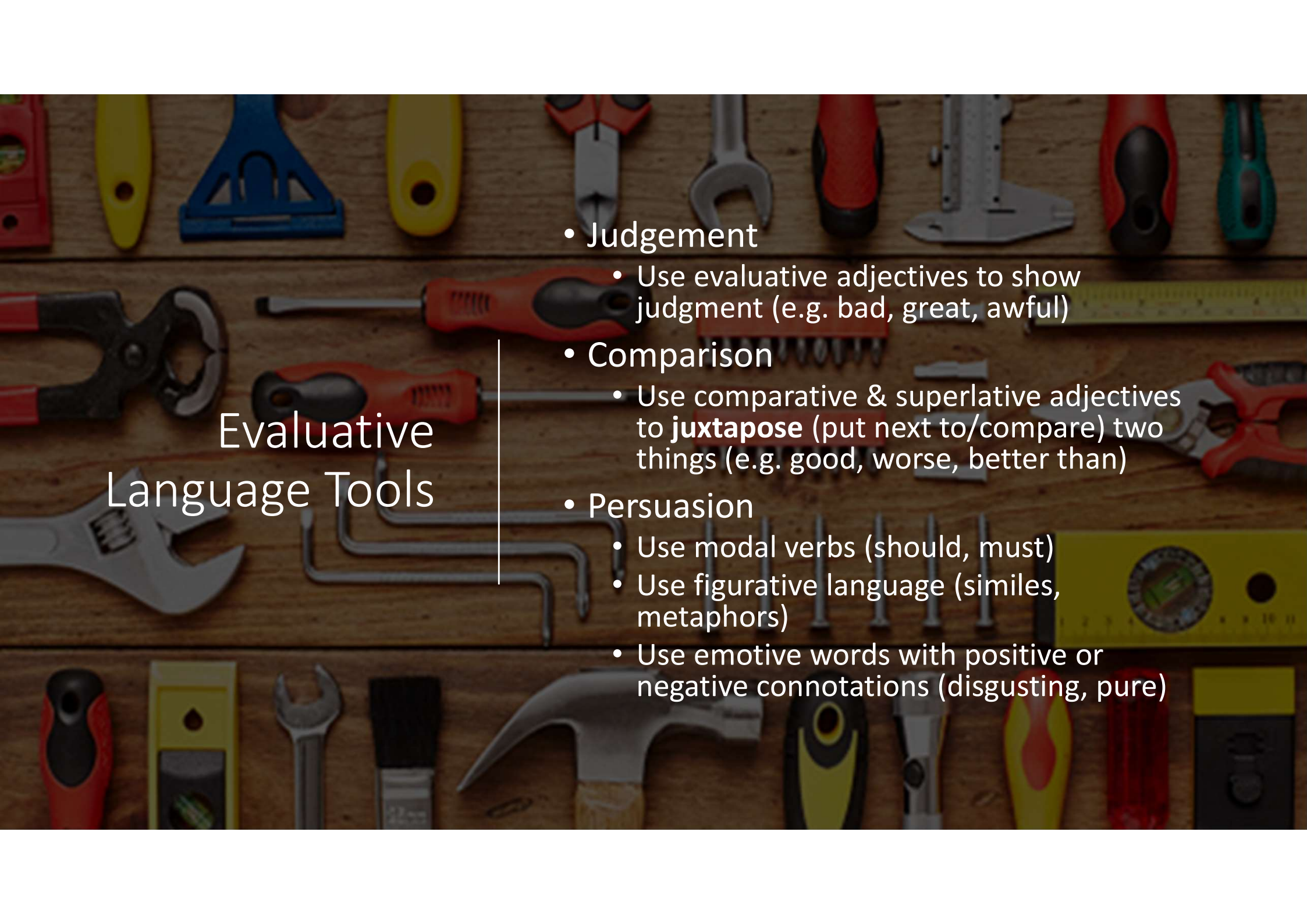
- Evaluative writing can be a form of persuasive writing
- The author is often trying to convince the reader to agree with his assessment of the thing he is evaluating
- To sound even more convincing, they can use persuasive writing techniques like **connotations**, figurative language, and **modality**



Evaluative language is used in:

- Any type of review – book, film, restaurant, product, game, fashion show
- Sports journalism – commentary on a game, recap of a game
- Opinion pieces in newspapers/magazines
- Blogs, journals, online articles
- Business evaluations
- School reports
- End of term effort self-assessment





Evaluative Language Tools

- 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)

Evaluative Adjectives

Words that express a judgment on what they are describing.

Positive		Negative	
Amazing	Astonishing	Appalling	Atrocious
Awesome	Beautiful	Awful	Disastrous
Excellent	Fantastic	Disgusting	Dreadful
Fascinating	Incredible	Ghastly	Horrendous
Lovely	Magnificent	Horrific	Revolting
Marvellous	Sensational	Ridiculous	Shocking
Wonderful	Unbelievable	Terrible	Unbelievable

Comparative & Superlative Adjectives

Words that compare and rank things in order.

Adjective	Comparative	Superlative
Good	Better/Better than	Best
Bad	Worse/Worse than	Worst
Annoying	More annoying	Most annoying
Beautiful	More beautiful than	Most beautiful
Cheap	Cheaper	Cheapest
Friendly	Friendlier	Friendliest



Persuasive Language

Evaluative texts are persuasive – you want the reader to agree with your assessment

- **Use high modality/modal verbs**

Absolutely, never, certainly, always, should, must!

- **Use figurative language**

Non-literal language e.g. similes, metaphors, hyperbole, personification

- **Use emotive language – words that make people feel**

E.g. toxic, innocent, cowardly, damaging, vulnerable, tragic.
Word connotations: 'luxurious' or 'decadent' makes it sound good, 'wasteful' or 'extravagant' makes it sound bad