**Modality Vs Objectivity and Subjectivity**

**Subjectivity** = basing an argument on your opinion; **objectivity** = basing your argument on fact. A good balance makes your argument both believable **and** approachable. Using an authoritative tone (such as siting experts) and sophisticated language makes your work sound believable, while personalising makes the audience more connected to what you are saying.

* If you use a phrase like: “Dr Robbins, the eminent psychologist, recommends you eat 6 serves of grapefruit a day”, it is using objectivity because it is highlighting the qualification of the speaker.

Modality = using words (adjectives/adverbs like *crucial* or *certainly* or *unlikely*) or phrases (like *it is likely* or *There is a possibility that*) to make a statement **more** or **less** certain sounding. Modality is used to make something sound more likely and acceptable to the audience – you don’t want them to disagree with you because you have over exaggerated something as that is not convincing them.

* **While** it is healthy to eat grapefruit as it is a marvellous source of vitamin C and bioflavonoids, it **may be going too far** to say that eating 6 serves a day is beneficial.