



higher education
& training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA



Tshwane South
TVET College

"achieve the future"

SUBJECT: FOUNDATIONAL ENGLISH
MODULE NAME : 5
UNIT NAME : 3
UNIT NAME : MANIPULATIVE LANGUAGE

MANIPULATIVE LANGUAGE

After completing this topic, you will be able to:

- Different between Fact or Opinion?
- Passing opinions off as facts
- Leaving Information out
- Using Language to Persuade

MANIPULATIVE LANGUAGE

It is important to recognise the use of manipulative language.

If a person manipulates someone, he/she uses that person to his/her own advantage. So manipulative language is language that is used by a speaker so that he/she gets what he/she wants.

MANIPULATIVE LANGUAGE

What is a fact?

- A fact is something that is true. If it is a fact, then there must be evidence to support it that it is true. For example: “It is 1 o’clock”. This fact can be proven by looking at a clock.

What is an opinion?

- An opinion is what a person or people think about something. “You have the prettiest eyes in the world” This may be what the speaker thinks, but it is not a fact.

Recognising opinions

In some cases, it is easy to identify an opinion because the speaker tells you it is his or her opinion. For example:

- In my opinion, Bafana Bafana is the best soccer team in the world.
- I think Kaiser Chiefs should win the Premier Soccer League.

Adjectives are words that describe something or someone. The use of these words often means that people are expressing their opinions. For example:

- The flowers in that garden are the most beautiful.

Passing opinions off as facts

Go to your Work Book and complete Exercise 3.1.

When speakers try to persuade you to change to their way of thinking, they try to make you believe that opinions are facts.

Advertisements are a good example:



MANIPULATIVE LANGUAGE

Leaving Information out

- Another way of manipulating language is to include only the facts that support a person's own point of view and leave out the facts that do not support their point of view. This is a technique often used in advertisements and during political speeches. We call these half-truths. For example:
- Think of an advertisement for a well-known brand of soap. The woman in the advertisement states: "To stay beautiful, I use ABC soap."

MANIPULATIVE LANGUAGE

Using Language to Persuade

- In Unit 2 you learnt how your voice and body language can enhance oral communication. When a speaker is trying to persuade or influence an audience, he/she must ensure that his or her voice and body language support what is being said. To do this you need to make sure that you use the right tone and believe in your own point of view.

Read the following example:

- A woman's child has died from a drug overdose and the woman is telling a group of teenagers what happened to her child. She speaks in a sad tone with tears in her eyes as she tells the crowd how she felt as a mother. Members of the audience wipe their eyes and vow never to get involved in drugs.

As opposed to:

- A woman's child has died from a drug overdose and the woman is telling a group of teenagers what happened to her child. She looks at the audience with a bright smile while the tears pour down her face as she speaks to them in a cheery voice. The crowd looks at her in stunned amazement - why is she smiling and happy ... and crying at the same time?