

# Examples of Loaded Language

Often, loaded language exists as a substitute for other words or phrases, one more negative or positive than the other depending on the circumstance. A loaded word is chosen because the speaker or writer believes it'll be more persuasive than an alternate neutral word.

Examples include:

- Aggravate vs. annoy
- Agony vs. discomfort
- Atrocious vs. bad
- Bony vs. slim
- Bureaucrat vs. public servant
- Categorical vs. specific
- Challenging vs. distressing
- Damaging vs. hurtful
- Demonization vs. criticism
- Displeased vs. unhappy
- Dreadful vs. bad

*Here are some words to consider. Try giving a loaded word for each of these:*

*Event*

*Message*

*Good*

*Successful*

*Better*

## **Examples of Loaded Words in Sentences**

Let's take a look at some of these loaded words in action:

- She is making **categorical** selections based on favoritism. To say someone's making categorical selections, you're insisting there's a deep-set methodology behind it. She's not just making careful selections. Rather, she's being very deliberate. This makes "categorical" a bit stronger than, "She is making **specific** selections based on favoritism."
- We are making **tremendous** progress in our foreign relations. A favorite word of President Trump, "tremendous" is much more striking than "great" or "very good." You can see how, "We are making **very good** progress" doesn't have quite the same ring.
- He's a **veritable** fount of knowledge. Veritable isn't a word you hear every day. That alone makes it more striking. Beyond that, it's often used as an intensifier, particularly [in conjunction with metaphors](#). All these components make it more striking than a more neutral (slightly overused) word like "**actual**."