**Objective information:**

Writing is fact-based, measurable and observable.

Purpose:

An objective is something you plan to achieve. A military objective is the overall plan for a mission. The objective for a bake sale is to raise money. If your objective is to learn a new word, you have succeeded.

* It is more formal.
* You are talking on the basis of facts and incidents.
* We are writing for a specific purpose.

Example (Letter):

March 6, 2009

Angela Property

220 Corporation Way

Somerville, VA 22590

Dear Ms. Property:

I hope that you are doing well. My name is Lydia Lease, and I am an attorney at Sell Your House, Inc. I am writing in regards to a parcel of land located at 225 Parcel St., Richmond, VA. My client, Mrs. Tabitha Land, is running into some difficulties in selling her property that is apparently still under lease by your organization.

This parcel of land (100 ft by 300 ft) is located at the back of my client's property. According to the city records, the lease was initiated in September 2001 and never terminated. After calling your lease office, it appears that you no longer make use of this property. In order for my client to be able to sell her property, the lease must be cleared. This parcel of land is still under your organization's name. I have attached the documents describing the lease and ask that you clear your name from this property as soon as possible.

My client is wishing to put her property on the market by April 2009. In order to do so, this parcel of land must be cleared from your organization's hold. I have enclosed the city's 1" documents concerning the ownership of this land as well as termination documents for your use. If you have any additional questions or concerns, please feel free to contact me at (123) 456-7890. I look forward to working with you to resolve this matter.

Sincerely,

Lydia Lease

Enclosures: 2

**Connotation’s:**

Attorney, Termination Documents

**Denotation’s:**

Lease, apparently, Concerns.

**Subjective information:**

Writing is based on personal opinions, interpretations, points of view, emotions and judgment. It is often considered ill-suited for scenarios like news reporting or decision making in business or politics.

Subjective things depend on you own ideas and opinions, there isn’t any universal truth. Subjective is the opposite, which refers to things that are more clear-cut. That Earth has one moon is objective and it’s a fact. Whether the moon is pretty or not it’s subjective.

Facts are Objective and opinions are Subjective. What’s the best song, band, movie or TV show these are all objective issues?

* It is in informal tone.
* There are specific feelings, thoughts and emotions.
* In poems words are connotative.

Example (Story):

Alberto's new neighbors

Alberto took one look at his new neighbors and knew that his life was going to get more difficult. There they were, two of them, as big and as noisy as their car – and smelly and stupid as well.

Alberto took one look at his new neighbors and knew that his life was going to get more difficult. He watched them arrive in their big, noisy car and watched them get out. There they were, two of them, as big and as noisy as their car – and smelly and stupid as well.

'Terrible!' he thought. 'How am I going to put up with them?' He went to tell Mimi. Mimi was the friend he lived with.

'Have you seen the new neighbors?' he asked her.

'No,' she said. 'Who are they?'

'Two of them. The ones we don’t like. Big and noisy and stupid and smelly. Just like they always are.'

'Oh no,' said Mimi. 'How awful! Still, I suppose we can just ignore them.'

'I suppose you're right,' agreed Alberto. 'We'll just have to ignore them.'

For a few days, then, Alberto and Mimi tried to ignore their new neighbors. When the neighbors went out for a walk, Alberto and Mimi didn't say hello to them. When the neighbors were in their garden, Alberto and Mimi went inside. This was OK for a few days, but, perhaps inevitably, things didn't stay this way …

One day, Alberto woke up from his sleep to find one of the neighbors in his garden. 'Mimi!' he shouted. 'Have you seen this!? He's in our garden!!!! Look!'

'How terrible,' said Mimi. 'Let's call our staff and make sure they get rid of him immediately!'

Mimi went off to call their staff. Two minutes later, Alberto and Mimi's head of staff was out in the garden trying to get rid of the unwelcome neighbor. 'Go on!' he shouted. 'Get out of here! Go home!' The neighbor didn't say anything but gave Alberto and Mimi's head of staff a dirty look, then he went back into his garden. Alberto and Mimi felt better and then asked their head of staff to prepare their lunch for them.

However, it wasn't enough. Over the next few days, Alberto and Mimi often found one or other or both of their new neighbors walking around their own garden. It was terrible. To show how they felt, Alberto and Mimi went into their neighbors’ garden at night, when the neighbors were inside, and broke all the flowers.

The next morning one of the neighbors came to talk to Alberto.

'Hey!' he said. 'Hey, you!' Alberto ignored him, but he continued talking. 'You came into our garden last night and broke all the flowers!' Alberto didn't say anything but gave his neighbor a dirty look. 'Now I'm in trouble!' continued his neighbor. 'They think I did it!'

'Who are "they"?' asked Alberto.

'My owners, of course,' replied the neighbor.

'Owners!?' said Alberto. 'You have "owners"?'

'Course we do,' said his neighbor. 'Don't you?'

'Oh, no,' replied Alberto. 'We have staff.'

Alberto went to tell Mimi that the neighbors didn't have staff but owners.

'That's not a surprise,' said Mimi. 'That explains everything. That's why they're so noisy and smelly and stupid. We need to make their owners become staff.'

The next day, Alberto and Mimi were actually very friendly with their new neighbors. They tried to explain how to make their owners become 'staff'.

'Listen,' said Alberto to them. 'It's very easy. First, understand that the house is your house, not theirs.'

'And second,' said Mimi, 'make sure that you are always clean.'

'Make sure they give you food whenever you want!'

'Sit on the newspaper while they are reading it!'

'Sleep as much as possible – on their beds!'

'And finally, try not to bark but to Miaow instead.'

But it was no good. The neighbors just didn't understand. After a week, they gave up.

'It's no good,' said Mimi. 'They'll never understand – dogs have owners, cats have staff.'

**Connotation’s:**

Terrible, Inevitably

**Denotation’s:**

Owners’, Noisy, Smelly, Stupid, Dirty Look, clean