

OBJECTIVE

Facts

verifiable

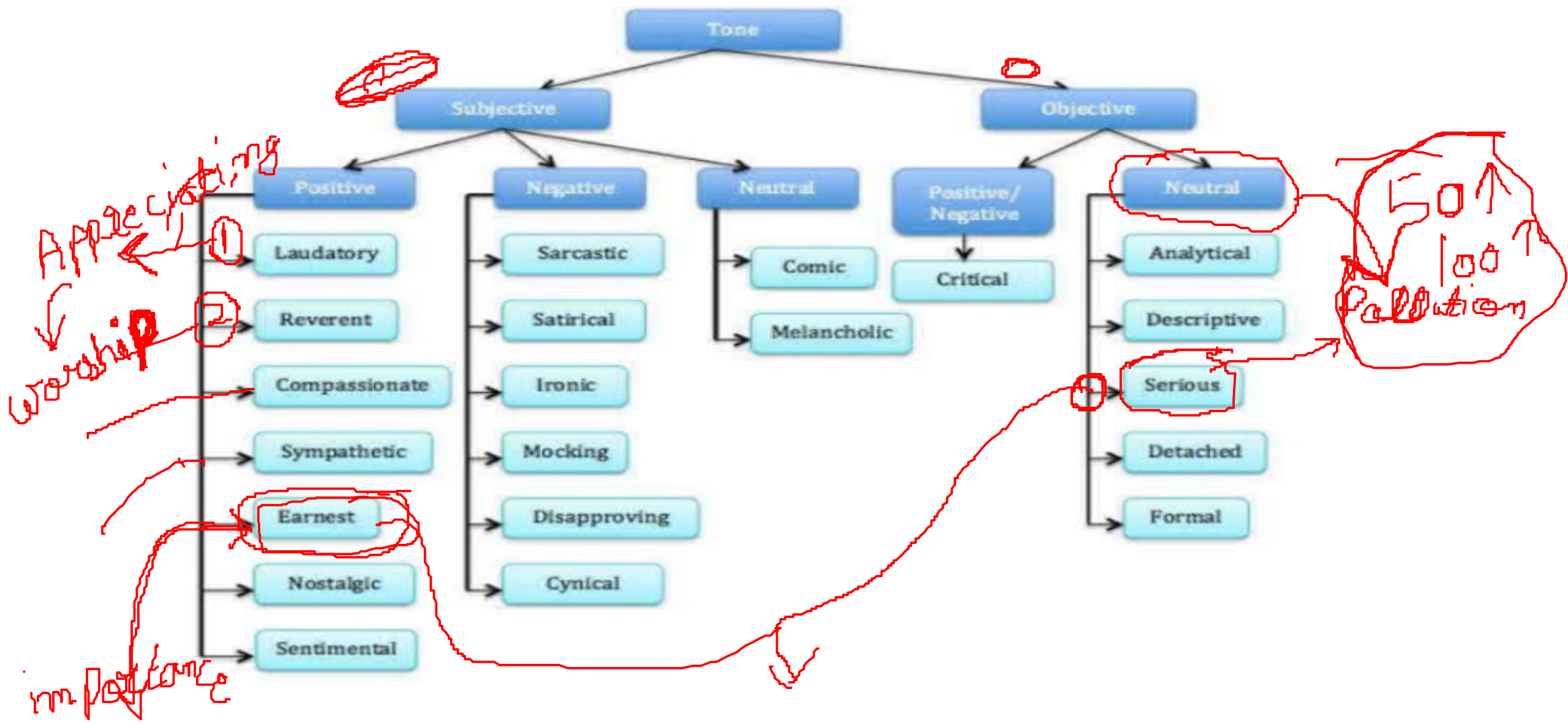
SUBJECTIVE

Ideas → Authors

Not verifiable

Distance

Subjective



1. Subjective language focuses on the attitudes, values, thoughts, feelings, or beliefs of the person who is doing the writing or speaking. Subjective language reveals the perspective of the writer and may not accurately describe the traits of the object. The message of subjective language cannot be proven or measured.

Example of a subjective language - the candidate says, "While I was senator I passed important legislation (laws)" and "I am endorsed by senators who are the best legislators in our country,"

delicious  
interesting  
misguided  
uninspiring  
horrible

2. Objective language focuses on the plain facts about a person or object

Example of a Objective language - "I have served two terms in the United States Senate, and I am endorsed by twenty-five of my fellow senators."

history textbooks  
science journals  
newspaper articles  
atlases  
encyclopedias

- 1.Acetaminophen is sold over the counter as a pain medication.
- 2.Acetaminophen is the most dangerous over-the-counter pain medication.
- 3.A 2013 episode of This American Life presented a number of studies that verified that acetaminophen has killed more people than any other over-the-counter pain medication.
- 4.In the This American Life episode on acetaminophen, one segment described the tragic death of a five-month-old baby and thus should convince listeners that the Federal Drug Administration (FDA) must take immediate action.

#### OTHER SET OF EXAMPLES

1. "DNA testing and fingerprint analysis and all that technology stuff is objective, they declare confidently. The machine cannot be fooled."

## NOSTALGIA

“It was roses, roses, all the way,  
With myrtle mixed in my path like mad.  
The house-roofs seemed to heave and sway,  
The church-spires flamed, such flags they had,  
A year ago on this very day!”

“For I must now confess to you that I suffer from home-sickness — that I long so ardently and earnestly for home, as sometimes, when no one sees me, to pine for it. ... So dearly do I love the scene of my poverty and your kindness. O so dearly, O so dearly!”

Satire	Sarcasm
Is about criticism	Is about insult
Usually delivered with good humor	Is often ill-humored
Is more far-fetched, global	Is focused on something smaller in scale
Criticizes society	Has less to do with society, more to do with the individual

## Examples

Are you always this stupid or are you making a special effort today.

That man is cruelly depriving a village somewhere of an idiot.

Please, keep talking. I always yawn when I am interested.

Whatever it is that is eating you, it must be suffering horribly.

## IRONY AND PARADOX

The Business Software Alliance is an anti-piracy agency that used to pay people to report unlicensed content on the internet. The group has been caught using a "stolen" photo in one of their ads to attract new snitches on Facebook.

I can resist anything but temptation

If I know one thing, it's that I know nothing.

Deep down, you're really shallow.

## CYNICISM VS CRITICAL

"Don't talk to me about voting or politics. I'm not interested. All politicians are self-serving and corrupt.

Brown (2005) maintains that leadership is an essential quality in nursing. This is confirmed by the recent requirements of the NHS Plan (DOH, 2002). This Plan has emphasized the importance of introducing the transformational model of leadership. Smith (2001) explains that this is a leadership which involves the use of charisma and interpersonal skills to enable achievement. Jones (2004) argues that the key characteristic of transformational leadership is empowering others to achieve. In my own experience, a leader with transformational qualities can make any team member feel that they have a useful part to play in the organization. This is confirmed by Fea (2001) who argues that transformational leadership increases feelings of self-worth and capability in their team members.



## Descriptive vs ANALYTICAL

"It was a cold grey day in late November. The weather had changed overnight, when a backing wind brought a granite sky and a mizzling rain with it, and although it was now only a little after two o'clock in the afternoon the pallor of a winter evening seemed to have closed upon the hills, cloaking them in mist."

"The idiosyncrasy of this town is smoke. It rolls sullenly in slow folds from the great chimneys of the iron-foundries, and settles down in black, slimy pools on the muddy streets. Smoke on the wharves, smoke on the dingy boats, on the yellow river--clinging in a coating of greasy soot to the house-front, the two faded poplars, the faces of the passers-by."

**The poem's focus on vastness helps evoke a sense of Ozymandias' might, heightening the reader's "despair" at the statue's "decay." By distancing the reader from Ozymandias's power through layers of storytellers (the sculptor, the traveller, and the speaker), and the ironic statement engraved on the statue's pedestal, the poem reveals time's dominance over all human works, including words. The poem describes the futility of amassing skill and power, leaving the reader to contemplate the ephemeral nature of human life.**

A review of the available literature provides a wealth of examples of authors advocating leadership as an essential quality in nursing. For example, Shackleton (1950) emphasises that nursing needs strong leadership and recommends a strong transactional approach of reward and punishment to get results and promote teamwork. However, more recently, authors have moved towards the concept of charismatic and transformational leadership (Smith, 2001; Jones, 2004). These qualities are also an integral part of the new recommendations in the NHS Plan (DOH 2002).

Charisma appears to be a complex phenomenon to define. Davidzhar (1991) suggests that it is an aspect of personality which makes the individual irresistible to others, in terms of their ability to persuade and empower others. However, other authors, such as Romano (1996) and Harvey (2000) highlight the intangible nature of charisma and emphasise the frustrating point that individuals know charisma if they see it, but find it difficult to define.

It appears problematic, therefore, to identify exactly how charisma can become an integral part of developing transformational leadership in nursing, if it is a quality which, in itself, is difficult to define. For example, Smith (2001) maintains that transformational leadership uses a combination of charisma and interpersonal skills to enable achievement. However, identifying potential transformational leaders may be a difficulty if the pre-requisite for identifying charismatic individuals is an integral part of this selection process.

Jones (2004) argues that the key ability of a transformational leader is the ability to empower others, while Fea (2001) maintains that their key strength is to increase feelings of self-worth and capability in their team members. On reflection, my own experience of transformational leadership appeared to be based principally on being persuaded, by the sheer force of personality of the individual, that I had the potential to contribute and achieve. It seemed to me that it was their apparent faith in me and their power of persuasion that enabled me to become an effective team member.

This requirement for charisma in transformational leadership, therefore, may indeed be based on individual personality factors that enable others to feel good about themselves and their achievements. There is some evidence that this is the case. Jones (2003), for example, argues that transformational leaders are born and cannot be made. Regisara (2003) also maintains common key personality traits can be identified in effective transformational leaders, which have probably been present since childhood. It seems, therefore, that the key requirement of the NHS Plan (2002) for the training of transformational leaders is not as straightforward as they first envisioned, as the available literature suggests that these leaders are born, rather than made.

Calmly, the elegant fireball emerges above the glistening ocean, shining a bright torch over the African landscape. Despite the scorching temperature, I anxiously gaze around my surroundings. I pause. Gloriously, I take in the fresh smell of sea salt and can feel the warm breeze attacking my soft skin. In the distance, trees stand like soldiers, their branches waving at me as I hear the pride of lions roaring like an old car engine. **SAMPLE**

I put them together because to the audience it would be totally unexpected as they are two completely different people. It reinforces the idea of two people working together to achieve a common goal.

We see these protagonists arrive at the Victory Motel simultaneously. They represent two converging types of police officer: both have compromised their original views and work together to achieve a common goal. I supported this through the mise en scene of low lighting and shadows, with broken furniture symbolising broken ideals. The cinematography reveals a close up of Exley peering through broken blinds, and a mid shot of White tossing ammunition. They are an effective team who defeat the shadowy Smith, back lit and framed in the doorway, representing corruption.

