Match the examples to these language techniques used in the text. Can you then sort them into two types of technique: those which are biased and those which are unbiased? Comment on their impact once you have matched them up.

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‘It is not easy talking to a young person about their social networking online or offline.’

‘... is it any wonder why young people love it?’

‘... parents should be aware of the tools provided by these sites to help protect users.’

‘Users should be reminded that they are not anonymous when using social networking sites ...’

‘Many of these services have good privacy and security settings ...’

‘offensive’, ‘illegal’, ‘trouble’, ‘damage’

‘Social networking providers in the UK worked in partnership with Government, children’s charities and others to produce interactive services.’

‘... there are potential risks including cyberbullying, contact by adults with a sexual interest in children and the misuse of personal information.’

‘... these are fun and offer great possibilities for children ...’
Teacher’s answers

Fact:

‘Social networking providers in the UK worked in partnership with Government, children’s charities and others to produce interactive services.’

Negative language:

‘offensive’, ‘illegal’, ‘trouble’, ‘damage’

An interpretation of a law for social networking sites:

‘Users should be reminded that they are not anonymous when using social networking sites …’

Positive language:

‘… these are fun and offer great possibilities for children …’

Warnings about social networking sites:

‘… there are potential risks including cyberbullying, contact by adults with a sexual interest in children and the misuse of personal information.’

Rhetorical question:

‘… is it any wonder why young people love it?’

Reassurances for the reader:

‘It is not easy talking to a young person about their social networking online or offline.’

Suggestions for how the reader can help protect young people online:

‘… parents should be aware of the tools provided by these sites to help protect users.’

Opinion:

‘Many of these services have good privacy and security settings …’