**Tone and Voice = Style**

**Tone** (attitude of author/narrator) and **voice** (personality) create a [**writing style**](https://writerswrite.co.za/what-is-your-literary-style/). You may not be able to alter your personality but you can adjust your attitude. This gives you ways to create writing that affects your audience’s mood (how audience feels).

*Personality Examples:*

1 “There were meetings. There were always meetings. And they were dull, which is part of the reason they were meetings. Dull likes company”.

2 “Something about the Post Office discouraged original thinking. The letters went in the slots, okay? There was no room for people who wanted to experiment with sticking them in their ear, up the chimney or down the privy”.

Tone can be casual or formal; positive or negative

*Examples:*

1. Cheerful

*DIDLS (clues to look for)*

Diction—the connotation of the word choice

Imagery—vivid appeals to understanding through the senses

Details—specific facts that are included or omitted

Language—overall choice of language (formal, informal, jargon, etc.)

Syntax—sentence structure and order

1. Cynical
2. Assertive
3. Light-hearted
4. Regretful
5. Humorous
6. Pessimistic
7. Nostalgic
8. Melancholic
9. Facetious
10. Joyful
11. Sarcastic
12. Arrogant
13. Persuasive
14. Uneasy
15. Regretful
16. Reverent
17. Inspirational

“His skin was like an advert for youth, peach-like, glowing, as if it had been force-fed vitamins in a greenhouse”.

“The long rollers of the Channel, travelling from beyond Lizard Point, follow hard upon the steep seas at the river mouth, and mingling with the surge and wash of deep sea water comes the brown tide, swollen with the last rains and brackish from the mud, bearing upon its face dead twigs and straws, and strange forgotten things, leaves too early fallen, young birds, and the buds of flowers”.

“I had two rooms, each a bare eight foot square. I paid extra for a rocky balcony but my landlord, Smaractus, allowed me a discount in the form of natural daylight through a hole in the roof (plus free access to water, whenever it rained)”.

“In Moose County, four hundred miles north of everywhere, it always starts to snow in November, and it snows – and snows – and snows.

First, all the front steps disappear under two feet of snow. Then fences and shrubs are no longer visible. Utility poles keep getting shorter until the lines are low enough for limbo dancing”.