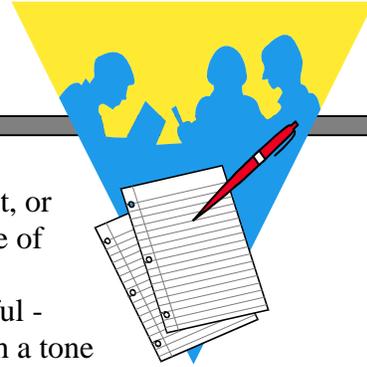


# Establishing Tone

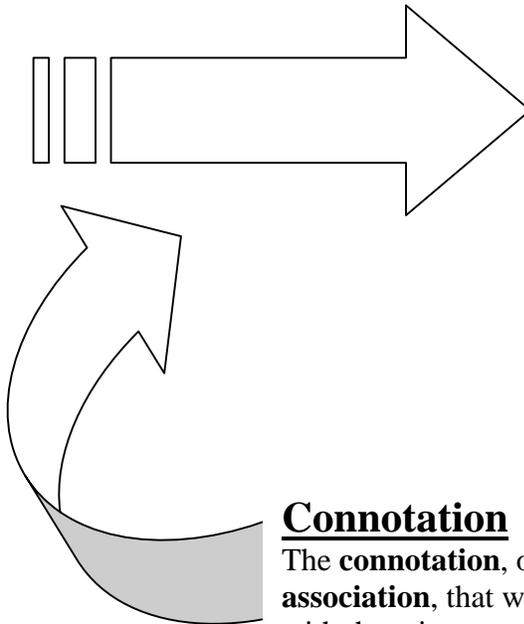


The attitude a writer takes toward his or her characters, subject, or readers is called **tone**. Just as a person speaks in a certain tone of voice, written text also conveys, or expresses, a tone.

The tone of a text may be critical, detached, angry, or respectful - whatever fits its subject and message. The writer can establish a tone through the use of imagery and figurative language such as similes, metaphors, and personification. Word Choice, or diction, though, is the foundation of a writer's tone. The writer's use of language, as well as the connotative responses to that language, powerfully emphasizes the effect a writer has on his or her readers.

## Diction

- ❑ Specific language
  - action verbs
  - precise nouns
  - vivid adjectives / adverbs
- ❑ Sensory details
- ❑ Figurative Language
  - similes
  - metaphors
  - personification
  - hyperbole
- ❑ Dialogue / Dialect
- ❑ Slang
- ❑ Verbal informal language
  - contractions
  - clichés
- ❑ Written formal language
  - standard grammar / mechanics



## Tone

### Connotation

The **connotation**, or **emotional association**, that words carry with them is a powerful tool in creating a tone. Two words can have the same **denotation**, or **dictionary meaning**, but one may be more positive or negative than the other may. Consider the difference in the words *proud* and *arrogant*, both of which mean "full of pride."