Analysing the style and tone involves understanding the particular way a piece is written. Style and tone in writing is not *what* is said but *how* it is said. Styles in writing are created deliberately by the author/writer to convey a specific mood or effect - it is his/hers unique way of communicating his/hers ideas and message.

Key aspects in styles of writing include:

**Figurative Language**

* Simile/comparison: a type of figurative language in which two seemingly unlike things are compared using like or as *Payday loans are like a blight on one’s financial soul*
* Metaphor: a type of figurative language that directly compares two unlike objects *During the day it was a thunderous surge of cars, a great insect rustling*
* Personification: a type of figurative language in which animals, inanimate objects, or ideas are given human qualities *The wind howled its disapproval as we opened the front door*
* Synecdoche/metonomy: a part of something substituted for the whole *Romeo, give me thy heart and we shall enjoy our love*
* Symbol: Something that represents something else by association, resemblance, or convention. In addition,colours are often symbolic (e.gthe eagle symbolises strength and courage, the white colour is associated with death or innocence)
* Irony

**Types of Sound Devices**

* Alliteration: repetition of initial consonant sounds: *Porky Pig ate a platter of pot roast*.
* Rhyme: repetition of final sounds in two or more words: *wild, mild, child*
* Assonance: the repetition of vowel sounds within words: *goat, bowl, scold*
* Consonance: the repetition of sounds within or at the end of words: *cutler, antler, battler*

**Dialogue**

* Dialogue brings characters to life and adds interest. Writing dialogue consists of the most exciting, most interesting, most emotional, and most dramatic words

**Tone**

Tone is a particular way of expressing feelings or attitudes that will influence how the reader feels about the characters, events, and outcomes. Speakers show tone more easily than writers because they can use voice tone, gesture, and facial expressions. A writer must use words alone.

* Feelings expressed (e.g. by means of adjectives/a very detailed descriptive language) could be; sadness, courage, tension, sympathy, love, happiness, pride, sarcasm, excitement, hate, fear, anxiety

**Stylistic-rhetorical devices:**

* Allusion: an indirect reference to another text, e.g. the Bible
* Antithesis/contrast: ideas or words which contrast with each other in order to achieve a particular effect *“This election is not about the miners; not about the militants, not about the power of the unions: it’s about the disastrous failure of three and a half years of Conservative government”* (Harold Wilson, British Labour leader, 1979)
* Lists: especially of three items = tricolon, building to a climax: *“Friends, Romans, Countrymen”/”the truth, the whole truth and nothing but the truth”*
* Parallelism: *“Tell me and I forget. Teach me and I may remember. Involve med and I will learn”* (Benjamin Franklin, American President)
* Repetition: a word/expression is repeated for effect rather than for meaning in order to emphasise a point or build up interest or tension, or simply to make the sentence sound poetic or attractive *“I have a dream…I have a dream…I have a dream”* (Martin Luther King, 1963)
* Rhetorical questions: asking questions and suggesting answers *“What is that promise?” It’s a promise that…”* (Barrack Obama, American President, 2008)
* Hyperbole: exaggeration for emphasis or comic effect
* Qualifiers
* Plus/minus words – loaded words; negative or positive connotations
* The use of a particular word class (e.g. personal pronouns, adjectives, verbs)
* Sentence structure: simple or complex, paratactic or hypotactic, long or short, incomplete or complete
* Vocabulary: concrete or abstract, simple or complex, colloquial or elevated language, slang, formal or informal, contractions
* Punctuation and *italics*, CAPITAL LETTERS etc.
* correct/incorrect grammar, spelling
* Dialect/sociolect

**Forms of appeal**

Another way of trying to catch and hold the receiver’s attention in order to persuade is using different forms of appeal. Classical rhetoric distinguishes between three forms of appeal:

* Logos: appeals to the receiver’s logic or reason
* Ethos: based on speaker’s character (e.g. reliability)
* Pathos: appeals to the receiver’s emotions