

Style



What type of writing do you enjoy most?

Do you enjoy all writings about that topic?

What makes you enjoy certain writings more than others?




Write to each of the following about:

▶ A low grade you received for an assignment and you think that your instructor was unfair to you because she/he didn't correct properly

- ▶ Your instructor
- ▶ Your friend
- ▶ Your director
- ▶ Your mom

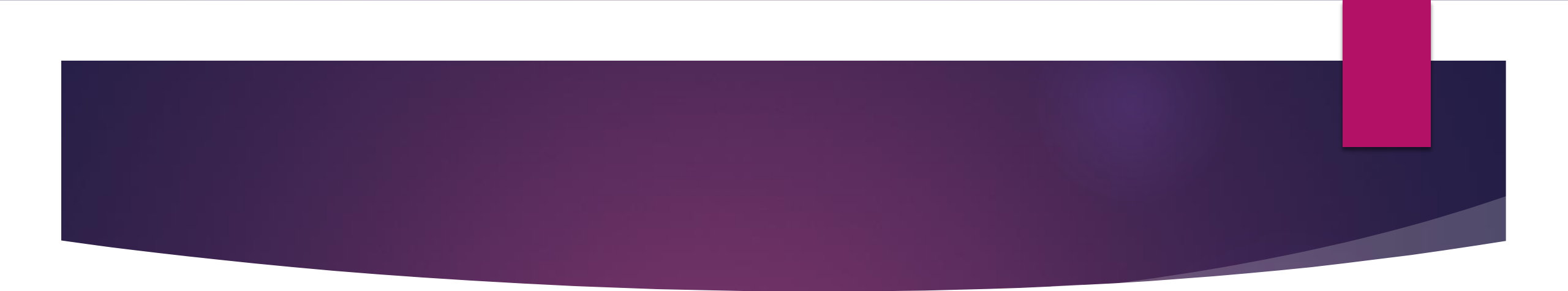


Tone

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- ▶ What affected your tone?
    - ▶ Audience
  - ▶ What does that tell us about writing when it comes to audience?
    - ▶ Identify audience



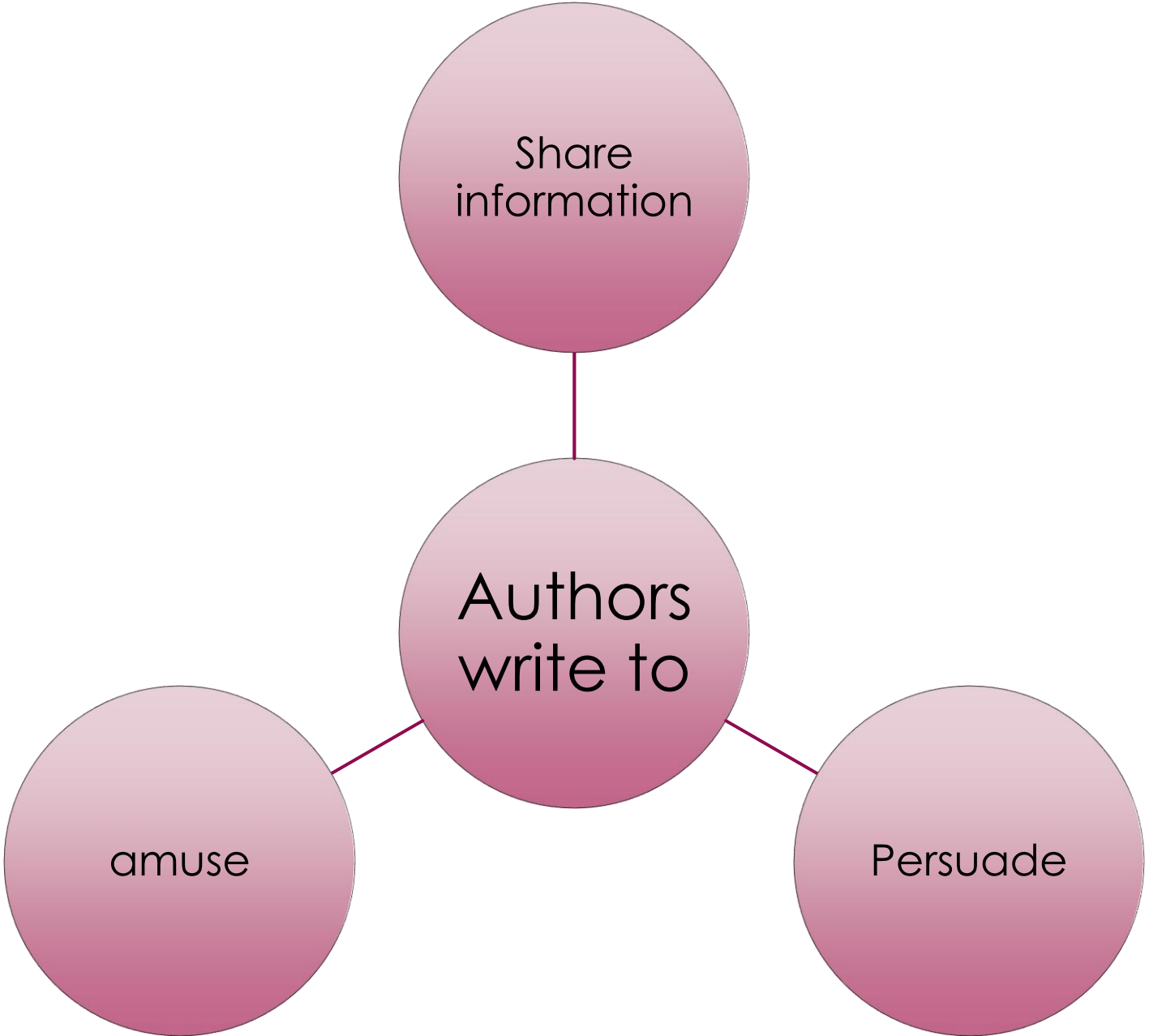
audience

- 
- ▶ what are some points to consider when writing to a large audience (if you're writing a newspaper article for example?)
    - ▶ Language should not alienate or offend your readers

# What is the purpose of each?

- ▶ The choice of a governor for our state relies on every voter. The two candidates who are running are excellent, but Larry Kaley is the better choice for many reasons.
- ▶ The 1999 U.S. Women's World Cup sold over 650,000 tickets
- ▶ The U.S. Women's World Cup soccer team is the best in the world.

purpose



# Reflection

- ▶ Think of your essay:
- ▶ Who is the intended audience?
- ▶ What is the purpose of your essay?
- ▶ You will rewrite your essay so that its intended audience is students and you are trying to convince them



Compare the 2 pieces.

Which reveals more authority? Why?

- ▶ Solar eclipses occur fairly often. People should not be afraid of disasters happening because of an eclipse.
- ▶ Solar eclipses occur approximately once every hundred years. In fact, the moon blocked our view of the sun twice in the twentieth century. There is no reason to be afraid an eclipse will cause a disaster because during the course of human history, we have survived at least fifty alignments.

facts

# Compare these 2 pieces. Which shows more authority? Why?

- ▶ In general, young Americans watch a lot of television. Some children spend almost all their time watching TV.
- ▶ Studies have shown that the average American child spends three to four hours a day watching television, which adds up to 1,500 hours per year, compared to 900 hours spent in the classroom.

statistics

# Compare

- ▶ The average work week in the United States consists of five eight-hour days.
- ▶ The average work week in the United States is too long.

facts

# Practice

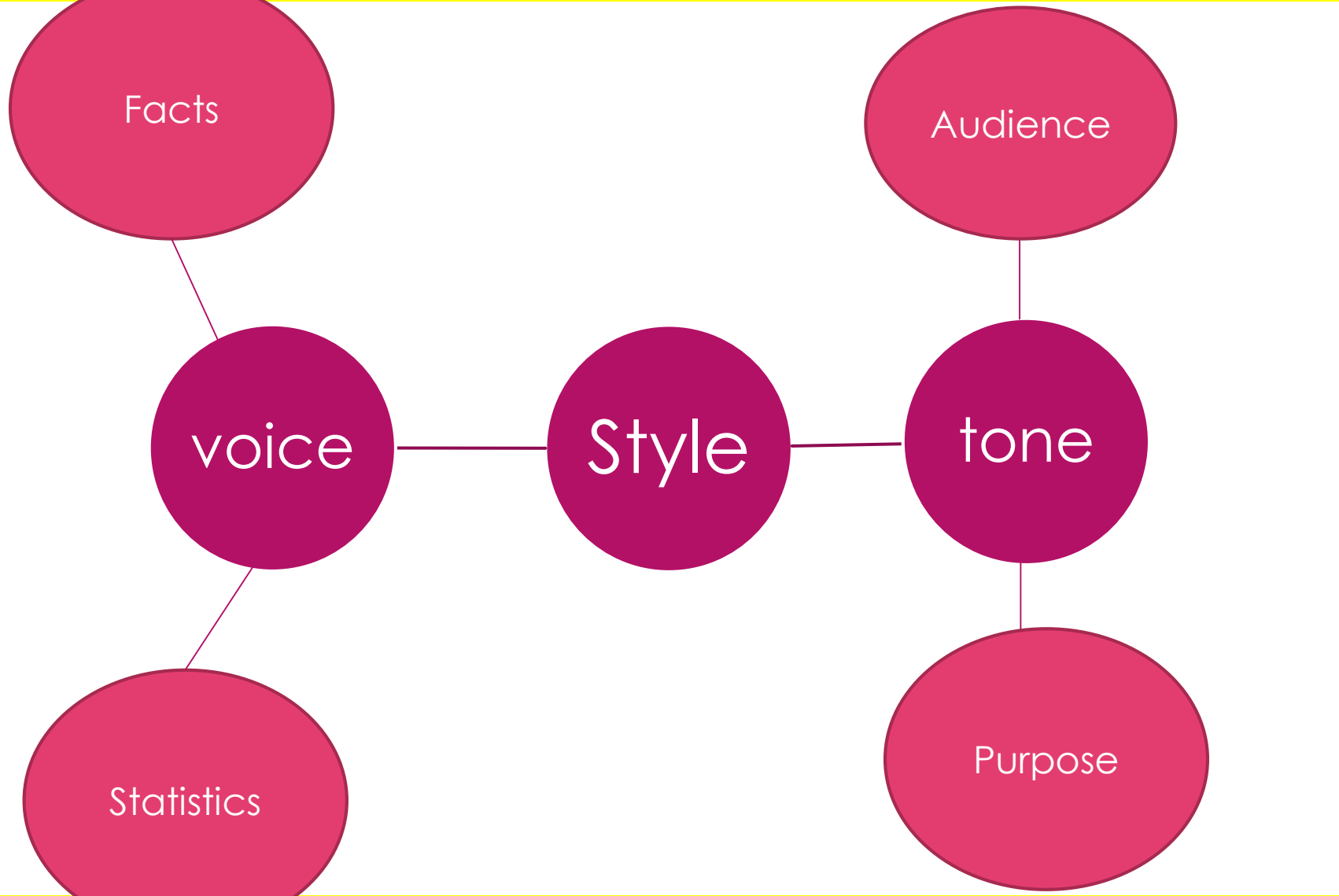
- ▶ Activity1, p. 64
- ▶ Go back to your essay and change its voice so that it is more knowledgeable/expert-like
- ▶ So what do you need to include to achieve that?
  - ▶ Facts
  - ▶ Statistics

# Style 2

Review last class's points

Take up p. 64

Do exercise 2/fact and opinion



# Compare

- ▶ The chocolate cake tasted great.
- ▶ As my fork cut through the dark chocolate cake, the warm fudge middle oozed out, mingling its scent with the vanilla ice cream and forming a swirling lake around the strawberry garnish.

# Compare

- ▶ Lightning hit the barn and caused damage.
- ▶ A jagged lightning bolt pierced the barn, noisily splitting it in two and filling the air with the smell of sulfur.

Sensory details



# Practice

- ▶ Choose one instance in your essay and sensory details
- ▶ Compare with the class

# What is used to clarify the meaning here?

- ▶ Biely had a hard time hitting off of left-handed pitchers. For example, when the left-handed Jones pitched, Biely went 0 for 6.
- ▶ Wally liked to outdo the other kids on Halloween. He would spend weeks working on his costume and comb thrift stores for accessories. On the big night, while other kids walked door to door with small plastic pumpkins for their candy, Wally would ride his scooter to get to more houses. He even carried a pillow case to hold all his loot.

examples

# What is used to clarify the meaning here?

- ▶ Mike studied HTML, a computer language used to make websites interactive.
- ▶ She made up the word “brujoron” to describe a cartoon character she didn’t like. It combines the Spanish word for witch with the English word “moron.”
- ▶ Penny rode her bike over the St. John’s Bridge, the southernmost bridge with

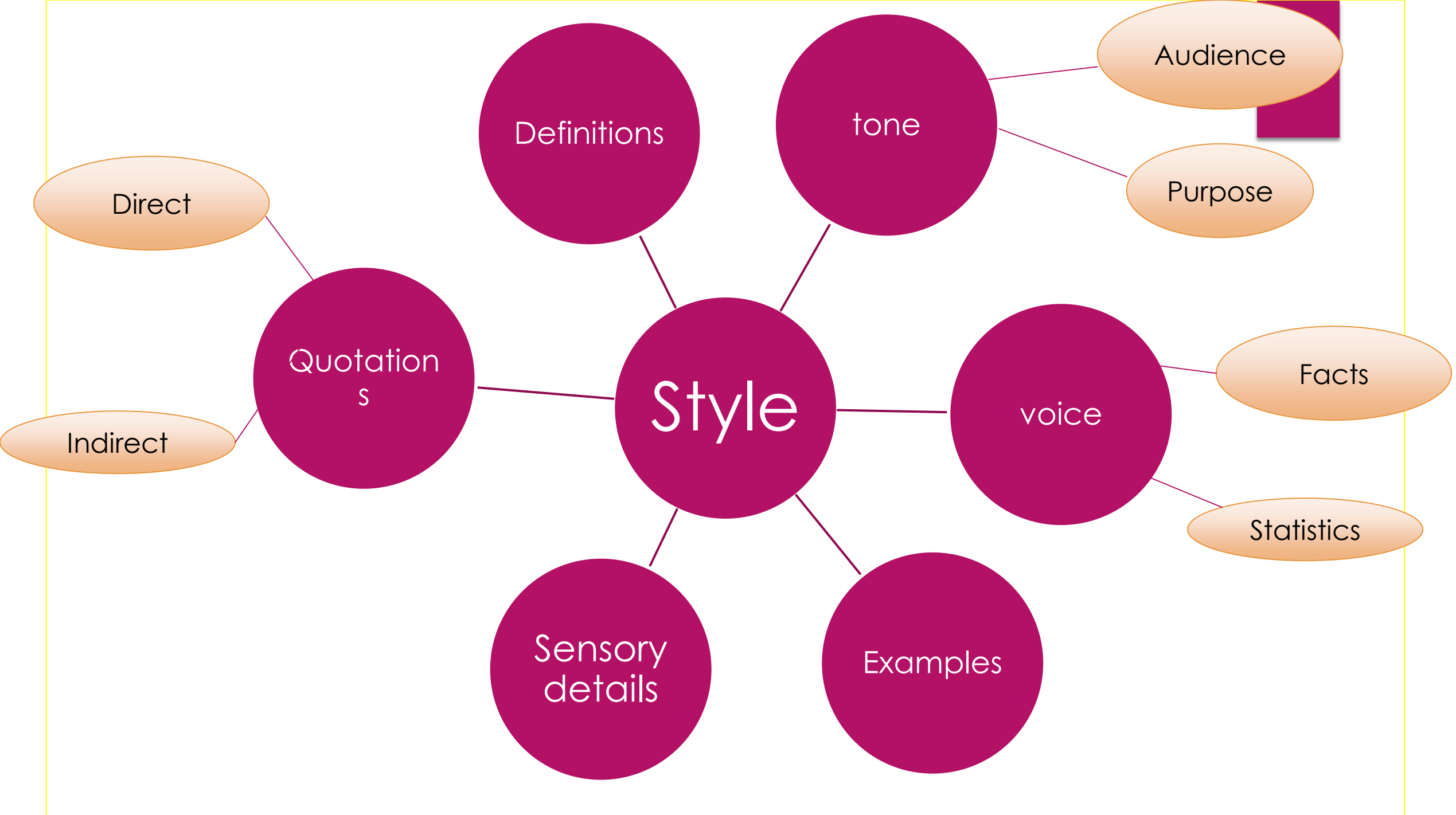
definitions

# Compare

## Quotations/direct and indirect

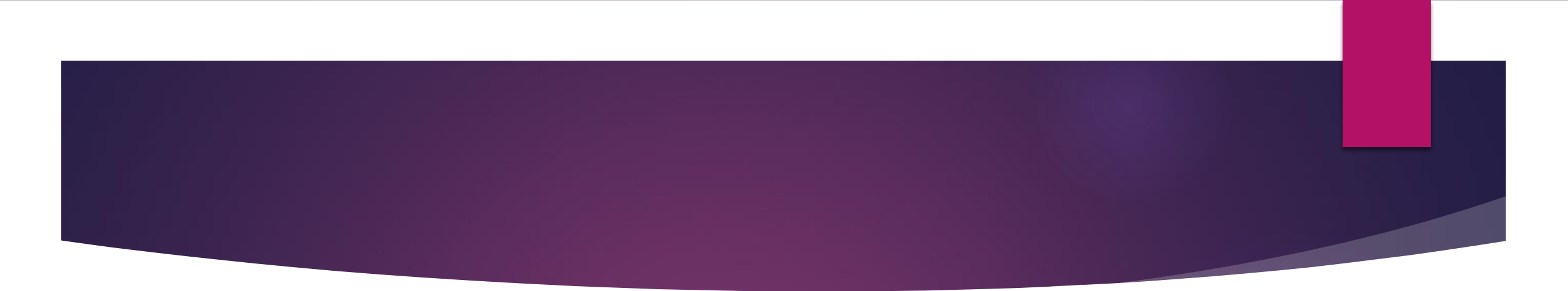
- ▶ Einstein had many ways of describing his theories. He used an anecdote about a train to show that “the measurement is relative to the observer.”
- ▶ Einstein said motion and time are relative.
- ▶ Which is direct and which is indirect quotation?  
What purpose is achieved in using quotations?

# Revision of Style



# jigsaw

- ▶ 1. anecdotes
- ▶ 2. Informal language
  - ▶ Formal language
- ▶ 3. slang
  - ▶ Colloquial language
- ▶ 4. figurative language
- ▶ 5. contractions
  - ▶ Point of view
- ▶ 6. jargon
  - ▶ Word choice

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- ▶ In groups, represent the elements of style taken so far.
  - ▶ Final revision of essay.