

Tone & Style Level 2

Name: _____

Date: _____

How to Guide

Skills Check

Rate how confident you feel about the skills tested in this section:

Skill	Not a clue!	I know a little	I feel okay with this	I feel quite confident	I feel very confident
List different styles and tones of texts					
Identify the tone and style of a text					

When you have finished the booklet, use a different colour to mark your confidence levels again.

Tone & Style

Introduction

You will often be asked to identify what the tone or style of a piece of text is. This is often a multiple-choice question, or a question may ask you to give examples from the text of a particular tone being used. You could also be asked to identify a style and then give an example to support your idea.

When you are writing your own texts, you should consider the style you want to convey.

Tone & Style

Tone is how a writer shows their feelings or attitude through the words they use.

A short text will usually have the same tone throughout, but a longer text might change tone partway through.

The list below has a number of different tones and styles a writer might use. There are hundreds of examples so only a few are shown here.

Try it Out

Question 1

Match the letter of the example to the appropriate tone.

Tone			Examples
Dismissive		A	Oh wonderful! It's raining just in time for our picnic.
Humorous		B	Both sides make good points.
Friendly		C	The points raised by Dr Smith are nothing more than waffle.
Critical		D	You have the skills you need to succeed.
Urgent		E	Do you love chocolate? I know I do!
Conversational		F	I decided to have a healthy snack, so I wrapped my Mars bars in a lettuce leaf.
Sarcastic		G	Our product is the best on the market, and we know you'll love it too!
Pushy		H	Can't you find something better to do with yourself?
Apologetic		I	Buy now! This deal is only valid today and then it will be gone.
Encouraging		J	These money grabbing corporations should be pr
Reassuring		K	We are sorry to tell you that the plan was unsuccessful.
Irritated		L	This report will examine the key parts of the investigation.
Pessimistic		M	We are looking forward to welcoming you to our hotel.
Serious		N	Keep trying and you'll get there.
Impartial		O	It must be completed ASAP.
Enthusiastic		P	It is unlikely that we will ever succeed.

We can often easily decide whether a text is formal or informal by looking at the words and punctuation used.

Formal Texts

Might use third person *he, she, it*

Avoids using contractions *have not, will not*

Uses mainly formal single word verbs *verify, locate*

More likely to contain facts and statistics

Informal Texts

Often uses first person *I or we*

Uses contractions *haven't, won't*

May use dashes and exclamation marks

Use informal multi part verbs *pop up, check out*

Might contain opinion and bias

May use slang or colloquial language

Use informal adverbs *really, very*

Try it Out

Question 2

Use two different coloured highlighters to sort the sentences below into formal and informal.

- The project has been completed.
- I haven't got time – let's meet up tomorrow.
- Most people would choose environmentally friendly items if they had the choice.
- There is no precedent for this idea.
- The matter must be investigated further.
- We've finished all the work.
- It has been discovered that there was an error in the spreadsheet.
- I found out the motor was faulty.
- Can I please request the meeting be delayed?
- 75% of people would favour organic products versus nonorganic products.

Try it Out

Question 3

Many people are concerned about the impact of flying on the environment. However, you shouldn't feel too guilty as air travel accounts for only 2.5% of global carbon emissions. Flying is not the most harmful way to travel.

Our airline is doing as much as possible to reduce our impact on the environment. In 2019 we reduced our carbon footprint by 20% and donated £70,000 to environmental charities.

What is the tone of the piece above?

- a) Pushy
- b) Reassuring
- c) Impartial
- d) Urgent

Try it Out

Question 4

Benefits of Drinking Water

We all know that drinking water is good for us but sometimes we are busy with our day to day work and studies and forget to make sure we are getting enough fluid. Do you know how much fluid you should be drinking each day? UK experts recommend we drink at least 6 to 8 glasses of fluid a day to stay hydrated. That's about 1.2 litres.

What should we be drinking?

Water, lower fat milk and sugar-free drinks, including tea and coffee, all help you to stay hydrated. You should try to avoid, or cut down on, fizzy drinks, squashes and juice drinks as they can contain high levels of added sugar and very few nutrients.

What is the tone of the piece above?

- a) Humorous
- b) Pessimistic
- c) Advisory
- d) Informal

Try it Out

Question 5

What are the effects of climate change?

Some effects of climate change can be seen such as glaciers shrinking and ice on rivers and lakes breaking up much sooner than it should. This doesn't seem like much, but it could have a devastating and wide-reaching impact on our wildlife and environment. We need to act quickly to try to reverse some of the damage that has already been done.

What is the tone of the piece above?

- a) Urgent
- b) Irritated
- c) Friendly
- d) Apologetic

Try it Out

Question 6

Speed Limits

In the UK, you must not drive faster than the speed limit of the road you are on. The speed limit is the maximum speed you can travel at on a road. It is important to know that different types of vehicles have different maximum speeds they can travel at. For example, on a motorway a car can usually travel up to 70mph, but if you are towing a caravan you cannot go above 60mph.

How would you describe the tone of the text above?