

## Tone

Tone is how to use your voice in different situations. In life, we adjust our tone according to who we're talking to and what we're talking about, but our voice remains the same. Your writing voice may be singular, but you can use it with many different tones. Remember your TONE word bank!

## Voice

Voice is a description of the unique, distinctive voice of your writing developed through word choice and sentence structure. This should cover:

- **Personality:** is it playful, cheeky and fun or personal, inspiring, straightforward and active?
- **Rhythm and pace:** are you short and sharp like or musical, for example?
- **Vocabulary:** plain and simple, rich and poetic, specialized, emotional, etc.?

## Tone vs. Voice

Anything you write should still have your voice: something that makes your writing sound uniquely like you. A personal conversation with a friend differs from a speech given to a large group of strangers. Just as you speak to different people in different ways yet remain yourself, so the tone of your writing can vary with the situation while the voice -- the essential, individual thoughts and expression -- is still your own.

### **Examples:**

“Don’t play what’s there; play what’s not there.” - Miles Davis

“The notes I handle no better than many pianists. But the pauses between the notes—ah, that is where the art resides.” - Artur Schnabel (1882–1951), German-born U.S. pianist.

