

TONE	MARKERS	INTENDED EFFECT
Chatty/informal/colloquial	<p>Short sentences</p> <p>Abbreviations: <i>can't, it'll, won't</i></p> <p>Free use of first/second-person pronouns: <i>I, you</i></p> <p>Chatty expressions: <i>Come on! Right on! No problem.</i></p> <p>Free use of exclamation and question marks.</p> <p>Sentences without a verb. (Minor sentences.) <i>No change there then.</i></p> <p>Slang expressions: <i>Back in a jiffy, a smack on the gob</i></p> <p>Informal commands: <i>Go early ... Take a picnic ... Stay away from ...</i></p>	<p>To get persuasively closer to the reader, giving the effect of someone chatting informally to his/her friends.</p>
Humorous	<p>Use of exaggeration or a series of exaggerations (also called hyperbole): <i>He was so thin I've seen more fat on a chip!</i></p> <p>Telling jokes/stories against the speaker or topic.</p> <p>Mixing formal and informal styles: <i>Please refrain from asking for credit as a smack on the gob frequently offends.</i></p>	<p>To strive for comic effect, sometimes simply to amuse, but sometimes to underline and mock the absurd/pointless nature of some issue under discussion.</p>
Emotive	<p>Use of words or phrases which stir up strong emotions: <i>weary pensioner, helpless infant, heartless thieves, terrified for their lives</i></p> <p>Repetition of such words/phrases to intensify their effect: <i>weary of ..., weary of ... and weary of ...</i></p>	<p>To arouse extremes of feeling in the face of fear, anger, suffering, injustice, loneliness or cruelty.</p>
Ironic/tongue-in-cheek	<p>Often saying the opposite of what you mean: <i>The concert lasts four hours? With no interval? How lovely!</i></p> <p>Using comparatives/superlatives: <i>A better way of banking, the best in its class, the newest sat-nav</i></p> <p>Words highlighting excellence: <i>quality, perfection, integrity</i></p> <p>Words suggesting trustworthiness: <i>for generations, the choice of experts</i></p> <p>Rhetorical questions: <i>What kind of parent sends a child to school hungry?</i></p>	<p>To criticise or mock something or somebody in a humorous way to make a critical point.</p> <p>To win over readers to the author's point of view/beliefs.</p>
Persuasive	<p>Usually created by a series of statements which avoid any of the above slanting of information: <i>Comets are more common than is popularly imagined. Astronomers believe that as many as one trillion could exist in the farther reaches of the solar system. Best known of all is Halley's Comet.</i></p>	<p>To impart information in a neutral, unemotional manner. Sometimes used effectively to contrast with the more colourful tones described above. Facts and statistics may appear.</p>

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