

Audience & Tone

Choosing a specific tone of voice can influence the outcome of your writing style and the quality of your words. This assignment explores creating different emotional voices for different audiences.

THE SITUATION

You are at your favorite chain restaurant on a date. At first everything is fine, the host seats you right away and you have menus and water. Then the situation shifts to the negative: your server is slow to arrive to your table. Once he is located, he acts surly, inattentive, bordering on rude. He even smells of cigarette smoke. You order anyway since it is your favorite location. Things go downhill from this point: the food seems to take forever to arrive. When you do have it in front of you, the entree is luke warm. The server forgets to fill up your water glass; he does not return to see if everything is to your satisfaction. To make matters worse, halfway finished with eating, you find a fly in your soup. The manager is nowhere to be found. As you leave the waiter makes a point to ask for his tip up front and in cash.

OBJECTIVES

1. Free-write for 15 minutes exploring your emotional reactions to the above scene.

(At this stage do not think of a specific audience. Simply write your opinions and general thoughts on the subject.)

2. Next, construct two short letters on the subject.

Each letter must consist of 3 paragraphs. Each paragraph must have 5 sentences; each letter must show a different sense of tone and language.

- For the first letter, write to a close friend or relative.
- Address your second letter to the restaurant's CEO complaining of the poor service.

3. Type out the two letters:

- The pages should be double-spaced.
- Times New Roman, 12 pt.
- One inch margins should be used on all four sides.

5. Work is due 09.14.10, Tuesday.

In the end you are turning in at three sheets of paper, stapled: two printed short letters, and one handwritten free-write exercise.