

Week 2:

Voice and tone

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Activities

- Warm-up exercise
- Reading discussion
- Storytelling exercise
- Voice and tone basics
- Peer editing exercise

Warm-up

Imagine that you're hosting an event. How would you invite:

- a friend or peer
- a grandparent or older family member
- a famous artist, designer, or author

Readings

- What did you think?
- What was your favorite?
- Questions?



Story

Write about a time you did something out of character.

Voice and tone

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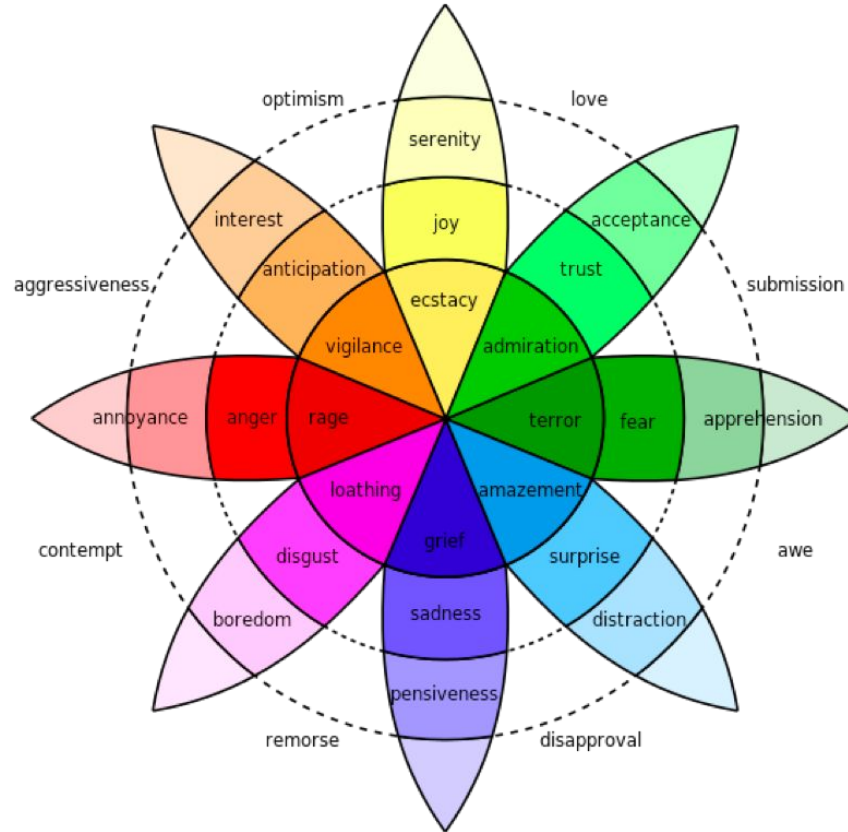
**“Find the work that moves you
the most deeply and read it over
and over again.”**

Cheryl Strayed

Your **voice** is your personality.
It doesn't change much from day to day.

Your **tone** changes to fit the situation and the reader's mood. It's how you show empathy.

Plutchik's wheel of emotions



Content types

articles and blog posts

marketing copy

case studies

newsletters

event invitations

product descriptions

social media posts

ads and promotions

legal policies and disclosures

buttons and links

labels and navigation

transactional emails

forms and flows

product tours

help documents

error and alert messages

notifications

tooltips

Guest speaker

Editing

Read your
work aloud.

- Is it clear?
 - Is it true?
 - Is it useful?
 - Does it sound like a nice person said it?
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Find a partner and swap pieces with them.

Find a partner and swap pieces with them.

Read their piece, and then read it again slowly.

Ask yourself:

- Does it make sense? Does it flow?
- It is useful?
- Is it interesting?
- Are there any gaps or places where you could use an example?

Assignment

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Spend an hour thinking and writing about your goals.

- Choose a final project for this class to help you get there. Some examples:
 - Presentation or essay
 - Mission, process, or internship statement
 - Thesis outline or project brief
 - About page and professional bio

Questions?

See you next week.

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