

- 1- Length. Web audiences like when think it is short. The paragraphs have to be shorter than the usual three-sentence. Links. On the print are sources or citations and on the web things are different, links make your work more creditable can give more information to the reader, it is a connector. Tone. Even though each situation is different the on line tone can be more playful and can use the usage of more modern things, when it comes to print media it is really rare to misspelled something even if it is on proposed.
- 2- Acceptance, Accomplishment, Acknowledgement, Adventure, Attention, Autonomy, Challenge, Connection, Contribution and etc.
- 3- It depends on the subject and on the audience.
- 4- Voice it is always the same, you, a brand, everything has one voice to be affective but different types of tones. Each situation claims for a different tone. You might use a tone for a dinner with friends but a different one for a meeting with your boss.
- 5- Checked
- 6- <https://styleguide.mailchimp.com/voice-and-tone/>
- 7- Reviewed. Relaxed, casual, and professional.
- 8- <https://www.unc.edu/discover/> - it matches the voice because it is the place that you can find out about what the students are doing (all news, events, activities and discovers).

9- Reviewed. Intelligent, interesting, and consistent.

10- <https://www.scu.edu/aboutscu/diversity/> - it perfectly matches what this place it is all about. It does not talk about the struggle but about the society and our duty with diversity in a serious way that you can rely but at the same time relate.

11- Evaluation

First samples: <https://www.innocentdrinks.co.uk/> -

[https://www.innocentdrinks.co.uk/things-we-make/kids/kids-smoothies/peaches-](https://www.innocentdrinks.co.uk/things-we-make/kids/kids-smoothies/peaches-passion-fruits)

[passion-fruits](https://www.innocentdrinks.co.uk/blog/the-alphabet) - <https://www.innocentdrinks.co.uk/blog/the-alphabet> (Caring, Cheerful,

Casual

, Enthusiastic, friendly, fun funny, informative, playful)

12-

<https://www.penhaligons.com/us/gifts/>

13- <https://www.penhaligons.com/us/gifts/> the tone of the website it is delicate, formal but slightly humoristic, with little punctuations and made you think on what it is communing to great descriptions.

14- This web site it is serious it support something. So the tone it: informative, friendly (so it includes more people for the cause, for example) formal, caring, professional, respectful, passionate, smart, trustworthy.

17- Voice: funny, casual, respectful, enthusiastic. In a casual way she gives a tip on how to treat yourself and not regrets the experience.

18- Cheerful, casual, enthusiastic, friendly, informative. It is like a friend giving you a tip. It is a good paragraph to read and make you wanted to try.

19- Super casual, super fun, informative, playful, and passionate.

20- Caring conservative, passionate, formal, nostalgic, romantic, and sympathetic.