

Voice

Creative/personal writing . . .

- Text bears the fingerprints of the writer
- Lively, expressive, engaging writing—moving & honest
- A piece to be shared aloud—keeps readers reading
- Appeals to audience—reaches readers

Informational writing . . .

- Distinctive, individual tone and style
- Enthusiastic, inviting—brings topic to life
- A piece to be shared aloud—wins over even reluctant readers
- Appropriate voice for topic, audience, purpose

Word Choice

Creative/personal writing . . .

- Memorable phrasing—quotable in spots
- Words that paint pictures in reader's mind
- Strong verbs that lend writing power
- Natural language—never overdone
- Refreshing absence of clichés, tired expressions

Informational writing . . .

- Clear, precise phrasing that consistently clarifies meaning
- Words that make the message easy to understand
- Strong verbs that lend writing power
- Effective control over the “language of the territory”
- Refreshing absence of jargon, overly technical terms, unexplained terms