

VOICE

⑤ *The writer speaks directly to the reader in a way that is individual, compelling and engaging. The writer crafts the writing with an awareness and respect for the audience and the purpose for writing.*

- A. The tone of the writing adds interest to the message and is appropriate for the purpose and audience.
- B. The reader feels a strong interaction with the writer, sensing the person behind the words.
- C. The writer takes a risk by revealing who he or she is consistently throughout the piece.
- D. Expository or persuasive writing reflects a strong commitment to the topic by showing why the reader needs to know this and why he or she should care.
- E. Narrative writing is honest, personal, and engaging and makes you think about, and react to, the author's ideas and point of view.

③ *The writer seems sincere but not fully engaged or involved. The result is pleasant or even personable, but not compelling.*

- A. The writer seems aware of an audience but discards personal insights in favor of obvious generalities.
- B. The writing communicates in an earnest, pleasing, yet safe manner.
- C. Only one or two moments here or there intrigue, delight, or move the reader. These places may emerge strongly for a line or two, but quickly fade away.
- D. Expository or persuasive writing lacks consistent engagement with the topic to build credibility.
- E. Narrative writing is reasonably sincere, but doesn't reflect unique or individual perspective on the topic.

① *The writer seems indifferent, uninvolved, or distanced from the topic and/or the audience. As a result, the paper reflects more than one of the following problems:*

- A. The writer is not concerned with the audience. The writer's style is a complete mismatch for the intended reader or the writing is so short that little is accomplished beyond introducing the topic.
- B. The writer speaks in a kind of monotone that flattens all potential highs or lows of the message.
- C. The writing is humdrum and "risk-free."
- D. The writing is lifeless or mechanical; depending on the topic, it may be overly technical or jargonistic.
- E. The development of the topic is so limited that no point of view is present—zip, zero, zilch, nada.

