|  |  |  |  |
| --- | --- | --- | --- |
| Document | Level of Tone | | Examples |
|  | Is the level consistent? | Is the level appropriate? |  |
| Additional Workstations | Informal, good consistency | Yes. Written to close colleagues, first-name basis. We’d be offended if this person wrote to us too formally. | “Good news” and “bad news”  Personal pronouns: I, you, we  Contraction: “I’ll” |
| Prime Minister | Frozen. This is an inappropriate tone. Unfortunately, the writer is consistent throughout the document. | No. Should be formal, not frozen. Even when writing to high authorities, frozen is wrong in modern business English. “Excellency” might be the correct title for inside address, but salutation should normally use “Mr. [Surname].” Look in the back of your dictionary under “Forms of Address” or check with Secretary’s or ED’s office. | **Note:** “In the audience” (should be “meeting”).  “Have the honor to” is a direct translation from French; better English would be “I am pleased to inform you.”   Last line, “audience” should probably be “appointment.”   “Thanking you in advance” is a stock phrase and poorly constructed as well; better would be “We look forward to discussing this strategy with you and hearing your views on this vital topic.” |
| Temporary Advance | Mix of Tone varies from formal to casual (perhaps even intimate); it is not consistent, which creates problems of readability. | No. Informal would probably be fine, but must be consistent. | “Dear Becky” is informal.  “Please kindly expedite” is formal.  “Dead meat” and “crying for help” are casual, perhaps even intimate.  Exclamation points, especially doubled, tend to be casual. |
| Mr. Adams **A** | Formal, almost frozen | No. Too cold and distant, almost accusatory. Does not convey a sense of helpfulness to reader. | “In reference to”  “may be executed”  “said entitlement date”  “Please be informed”  “Should additional information be required” |
| Mr. Adams **B** | Formal | Yes. It is apologetic and helpful—neither cold and accusatory nor flippant and overly familiar. (Writer does not know reader.) | Some use of pronouns; many polite forms:  “Mr. Samuels asked me to respond”  “Please submit”  “If other questions arise,… please contact me.” |
| Mr. Adams **C** | Informal, casual | No. Disrespectful, almost rude, and accusatory. (Also poorly organized) | “It looks like X is the date”  “If…as you say”  “just yell!!” |