

## What is Expression?

Using language to communicate your beliefs and values, representing yourself in your text, and arousing emotions in your readers. **Expression consists of three major parts:**

- **Voice** or ethos is how you represent and articulate yourself in your writing.
- **Tone** or pathos is your attitude toward your topic and your audience.
- **Style** or elocution is the effect you have on your audience using language.

## Generating Expression

### 1. Determine Writer's Ethos/Voice

- **Constructed ethos** is how you portray yourself within your text. This is important because your reader forms opinions about you based on how you present yourself in your writing.
- **Situated ethos** is the relationship your audience has with you prior to reading your text. In other words, this is your reputation, and if your audience is already familiar with you, then they may already have an opinion about you as a writer before reading your text.

### 2. Determine Your Beliefs, Opinions, and Emotions (Tone/Pathos)

- **What is your position on your topic?** – Are you for or against it? Neutral?
- **How does the topic make you feel?** – Happy? Sad? Angry?
- **How do you feel about your target audience?**
- **What is the best tone to use for your audience and purpose?** – Formal? Informal? Passionate?

### 3. Determine the Style/Elocution to Use

#### Figurative Language

- Rhetorical tropes (ex. similes, metaphors, irony, personification...)
- Figures of speech (ex. parallelism, antithesis, ellipsis, alliteration...)

#### Sentence Structure

- Sentence complexity ranges from simple to complex
- Sentence length ranges from short to lengthy
- Sentence variety means switching up your sentence structure

#### Word Choice

- Standard vs nonstandard (ex. would have vs would of)
- Denotative vs connotative (dictionary definition vs implied meaning)
- Concrete vs abstract (ex. apple vs love)

#### Register

- When you know how formal or informal you want to write

#### Perspective and Viewpoint

- When you determine whether you want to use first, second, or third person in your text

**References** Farkas, Kerrie R. H. *The Transportable Writing Tool: A Guide for Writing and Revising*. 2nd ed. Kendall Hunt Publishing Company, 2020.