

## Generating Expression

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

**Constructed ethos:** How do you want to portray yourself within your text?

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**Situated ethos:** What is the relationship your audience has with you prior to reading your text?

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

**What is your position on your topic?** \_\_\_\_\_

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**How does the topic make you feel?** \_\_\_\_\_

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**How do you feel about your target audience?** \_\_\_\_\_

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**What is the best tone to use for your audience and purpose?** \_\_\_\_\_

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

Place a checkmark in the box once you feel you have effectively determined or implemented each element of style. Use the notes section to list any ideas you want to remember.

**Figurative Language**

- Rhetorical tropes
- Figures of speech

**Register**

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

**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
- Denotative vs connotative
- Concrete vs abstract

**Perspective and Viewpoint**

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

**Notes on Style/Elocution**

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