

Appendix 3: A schedule of tone terminology

Session 1

Is the author biased?

It is important to identify the author's bias or at least to recognise their degree of bias.

- ◆ biased; having or showing an unreasonable opinion based on personal prejudice
 - ◆ dispassionate; unbiased, not affected by your feelings or bias about something
 - ◆ impersonal; not influenced by or showing any personal feelings or warmth;
 - ◆ impartial; not affected by personal opinions or prejudices when making
 - ◆ decisions, judgements etc.; not taking one side or the other
 - ◆ dishonest; insincere; misleading; deceitful; disagreeable; offensive
 - ◆ prejudiced; controversial; polemic (of, or relating to disputation or controversy); partisan (biased, prejudiced)
 - ◆ polemic; of, or relating to disputation or controversy
 - ◆ partisan; biased, prejudiced
 - ◆ phlegmatic; not easily excited to action or feeling; cool or self-possessed
 - ◆ impassioned; filled with passion; ardent/ fervent
- » In an *impartial* manner, the writer advocates for a change in the law; (to plead in favour of; support or urge by argument; recommend publicly).
- » The expert does not *countenance* a levy on junk food, because he has a vested interest in a fast-food outlet; (to show favour to; encourage; support; to tolerate; to permit).
- » The writer's *phlegmatic* approach to such an emotional issue as euthanasia helps to diffuse some of the emotion surrounding the proposed law; (calm and even-tempered).
- » Mr Lang offers *impassioned* advice about the advantages of culling camels.

Session 2

Is the author logical and matter-of-fact?

Using a well-reasoned tone, authors are likely to impress us with the facts of the case.

- ◆ sensible; having or showing good sense
- ◆ logical; based on correct reasoning
- ◆ enlightened; giving someone more knowledge and understanding
- ◆ circumspect; watchful on all sides, cautious, prudent
- ◆ diplomatic; saying the right thing in situations to avoid offending people
- ◆ prudent; careful and wise in a practical way
- ◆ contemplative; thoughtful
- ◆ credible; able to be taken seriously; worthy of trust and respect; trustworthy
- ◆ rational; sensible or reasonable
- ◆ considered; presented or thought out with care

- ◆ irrational; not rational; not based on rational judgement
 - ◆ illogical; not based on correct reasoning
 - ◆ ambiguous; with more than one meaning
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- » In a **sensible** tone, the author enunciates several solutions to the explosion of violence in the CBD; (to state or declare definitely as a theory, to announce or proclaim; to utter or pronounce (words) especially in a particular manner).
 - » In a **diplomatic** manner, the writer advocates for stricter measures to counteract the spread of swine flu in the community; (to plead in favour of, support or urge by argument; recommend publicly).
 - » The author adopts a **considered** tone to counsel against the use of force in such circumstances; (to give counsel to; advise; to urge the doing or adoption of ... recommend (a plan)).
 - » In a **credible** address to Parliament, the speaker exhorts the public to think carefully about the proposal to introduce stricter visa guidelines; (to urge; advise or caution earnestly; admonish urgently).
 - » Mr Hop offers a **lucid** explanation about the inefficient laws relating to water regulations; (easily understood; characterised by clear perception or understanding).
 - » The Minister **saliently** points out that the Government has exhausted all avenues; (standing out or easily seen, conspicuous).
 - » Mrs Canton's **peremptory** comments leave readers in no doubt that the priests were flouting the law; (imperative, decisive, final, positive in speech and manner, leaving no opportunity for denial or refusal).
 - » The editor offers a **trenchant** insight into the relationship between the Government and its past advisers; (incisive or keen, thorough-going, vigorous or effective).

Session 3

Is the author sincere and courteous?

A sincere tone seeks to engage and involve the reader in a mutually respectful way. Such courtesy is often effective in winning your support and cooperation; although be careful to analyse the author's views carefully.

- ◆ earnest; serious or sincere
- ◆ candid; honest, sincere, frank
- ◆ civil; courteous and polite
- ◆ deferential; giving way in judgement, opinion or will especially with respect, courteous regard; respectful
- ◆ conciliatory; to overcome someone's distrust by soothing or pacifying means; winning or gaining regard or favour
- ◆ complaisant; disposed to please; obliging; agreeable; gracious
- ◆ affable; friendly, polite, easy to get on with
- ◆ congenial; pleasant; suited or adapted in spirit, feeling and temper
- ◆ solicitous; anxious or worried; concerned

Session 4

Is the writer conversational and/or personal?

Is the author writing as they would talk? Are there elements of spoken discourse, such as, “oh, I see”. “Yeah, of course!” Sometimes an author uses contractions, such as “that’s”, and “let’s”. Such a tone seeks to engage and involve the reader on a more personal level. It may also be more informal and relaxed. Like a speech, it sets up a personal rapport with the audience and invites the reader into their personal world. It may also signal a desire to be more inclusive.

- ◆ amicable; friendly
- ◆ amiable; friendly and agreeable
- ◆ intimate; having a close personal relationship
- ◆ conversational; having the characteristics of a conversation
- ◆ personable; having a pleasing character

Session 5

Is the author bold and assertive?

We are often swept away by a loud and confident approach. A strong tone seems to indicate a position of power and authority and we tend to respect authority figures. A strong tone might also give the impression that the writer knows their facts well. Often authors adopt a “bossy” tone, using imperative sentences to command their readers with directions or instructions, such as “do this”, “do that”, “forget this” or “look at the facts!”

- ◆ assertive; confident and positive
 - ◆ authoritative; having or showing power or an ability to control
 - ◆ tenacious; holding on firmly; persistent
 - ◆ dogmatic; saying what you think very forcefully and expecting others to accept it as true
 - ◆ imperative; very important or urgent
 - ◆ imperious; arrogant or bossy
 - ◆ intransigent; unwilling to compromise
 - ◆ emphatic; uttered with emphasis, strongly expressive
 - ◆ vindictive; done as an act of revenge or spite
- » Such an *emphatic* denial makes it difficult for the reader to disagree; (with emphasis).
 - » If the author is very firm and sure of his opinion then s/he is probably being *dogmatic*.
 - » The *dogmatic* comments reassure the reader that common sense will prevail.
 - » The Minister seems to hold *equivocal* views on the Green’s proposal to ban plastic bags;
 - » (dubious; of uncertain significance; questionable; susceptible of double interpretations).

Session 6

Just how assertive is the author?

If the author uses short, simple sentences then s/he is getting straight to the point. Such sentences are often

reinforce the author's main contention in a clear and concise manner.

- ◆ adamant; staying firm in what you decide
- ◆ blunt; abrupt in address or manner; forthright; plainspoken
- ◆ assertive; saying what you mean in a positive, forthright and dogmatic tone
- ◆ brusque; quick to say something
- ◆ terse; short and to the point
- ◆ tactless; showing no tact (tact: the right time to do or say something)
- ◆ abrupt; brief and impolite; discourteous
- ◆ forthright; straight to the point; outspoken; direct; straightforward
- ◆ presumptuous; too bold or rude; too forward; imagining that you have a right to do something
- ◆ plainspoken; candid, frank, blunt

Session 7

Does the author adopt a critical tone towards opponents?

Authors will naturally be critical if they oppose an initiative or proposal. But just how critical are they?

- ◆ judgemental; inclined to pass judgement, especially in a dogmatic fashion
- ◆ censuring; telling someone in a serious way that they have done something wrong or bad
- ◆ castigating; severely critical
- ◆ scathing; meaning to hurt your feelings by criticising you
- ◆ chastising; punishing or scolding
- ◆ reproachful; blaming or disapproving
- ◆ censorious; critical and fault-finding
- ◆ derogatory; unfairly critical, tending to belittle
- ◆ sceptical; not believing things that most other people accept without question; showing doubt
- ◆ derisory; mocking, making fun of
- ◆ admonishing; scolding mildly
- ◆ vehement; eager; impetuous; impassioned; characterised by anger, bitterness or rancour; passionate and strongly emotional

- » The writer *lambasts* the scheme to cull camels; (to scold or berate).
- » The writer *castigates* the Minister's initiative; (criticise severely; to punish in order to correct).
- » The writer *admonishes* the Prime Minister for failing to inform Parliament; (to counsel against something; caution or advice; to notify of or reprove for a fault; to recall or incite to duty).
- » The writer *censures* the levy on junk food; (to criticise adversely; disapprove; find fault with; condemn).
- » The writer *rails* against the displacement of the homeless; (to utter bitter complaint or vehement denunciation).
- » The writer *decries* the Government's latest initiative to raise taxes; (to speak disparagingly of; censure as faulty or worthless; to condemn or depreciate by proclamation).

- » The writer is *sceptical* of the plan to cull camels; (showing doubt).
- » The author upbraids the Minister’s lack of common sense with regards to the provision of bike paths; (to chide, to reprove; to censure).
- » There are those who are eager to malign the Anzac legend; (to speak ill of, slander, pernicious, baleful, malevolent, having or showing an evil tendency).
- » The writer *berates* the Minister as a parent would a child; (scold; reprimand).

Session 8

Is the author emotional and moralistic?

We often admire people with strong and passionate views who have the courage of their convictions. Think of Nelson Mandela or Barack Obama who inspire confidence. Such courageous people often sweep us along with them. We like to be encouraged and reassured that good can take place.

However, people who become self-righteous and believe they are always right can be off-putting. No one is perfect, but these people often give the impression that their way is infallible. A self-righteous tone runs the risk of alienating us unless we are absolutely convinced that their way is right.

- ◆ sentimental; showing or relating to tender feelings
 - ◆ nostalgia; a longing for the past and all things belonging to it
 - ◆ poignant; keenly distressing to the feelings
 - ◆ flattering; trying to please by compliments or praise even if you do not mean them
 - ◆ self-righteous; convinced that you know and do what is morally right in a way that annoys others; sanctimonious
 - ◆ smug; very pleased with yourself but in a way that annoys others
 - ◆ sententious; pompous moralising
 - ◆ didactic; wanting to teach or lecture others too much
 - ◆ edifying; increasing the faith, morality of a person; instructing or benefiting a person, especially morally
 - ◆ high-minded; having or characterised by high moral principles; haughty.
- » In a *high-minded* tone, the author pontificates at length about the fines to cyclists; (to speak or write in a pompous or authoritative manner).
 - » Mr Smith seeks to *edify* commuters with the suggestion that people should show courtesy towards other travellers by turning off their mobile phones; (to build up or increase the faith, morality etc. of, instruct or benefit, especially morally).

Session 9

How does the author gain the upper ground?

Authors often convince members of the audience of the merits of their argument by exposing the errors of the opposing argument. Authors attack their opponents in different ways. Usually, they adopt a “put-down” tone to discredit the views and reputation of others. They may discredit the opposition courteously, or they may be provocative and offensive.

- ◆ belittling; making little or less important; to speak about something in a way that makes it seem unimportant
- ◆ denigrating; saying that something has little or no importance or worth
- ◆ disparaging; bringing reproach or discredit upon; lowering the estimation of; speaking or treating slightly
- ◆ deprecating; expressing earnest disapproval of
- ◆ demeaning; lowering in dignity or standing; debasing; making you feel that you have lost your respect
- ◆ scornful; jeering, showing strong disgust, disapproval or disdain
- ◆ discrediting; lowering other people's opinion of; causing not to be believed; harming the reputation of
- ◆ contemptuous; showing contempt and disdain — the feeling that someone or something is mean, disgraceful or worthless
- ◆ condescending; to act as if you are in a higher social position than others or as if you are doing others a favour; behaving as if one is conscious of descending from a superior position, rank or dignity
- ◆ patronising; to treat kindly, but as if inferior

- » The writer *decries* the irresponsible behaviour of parents who give their small children alcohol; (to speak disparagingly of; censure as faulty or worthless.) He decries the sport of jumps-racing in Victoria.
- » The writer *impugns* the Government's reputation; (to assail by words, or arguments, as statements, motives, veracity, etc. call in question; challenge as false).
- » The author uses *pejorative* language to discredit the Minister's motives; (to lower other people's opinion of/on; to cause not to be believed; to destroy confidence in).
- » The author *demeans* the expert's status by stating that [...]; (the use of words that lower the expert's standing and reputation in people's opinions).
- » He *casts aspersions* upon the Government's initiative; (makes a harmful remark or criticism.)
- » The use of *derogatory/derisory* language -- the "silly nutter" -- implies that he is irresponsible and/or foolish/fatuous.
- » Such words *besmirch* the father's reputation; (to sully, harm, stain or tarnish a person's reputation).
- » The author uses derogatory or harsh terms such as [...] to imply [...]; (terms that are unfairly critical and tend to belittle).
- » Mr Mitchell *berates* the Minister for introducing such a poorly-planned scheme; (to scold).
- » Mr Bolt rails against the Government's green policies; (to utter bitter complaint or denunciation).
- » The author's derogatory/derisory words convey his distaste and try to make readers similarly antagonistic towards the Minister.
- » Such demeaning language is bound to *pique* the shopper's pride and vanity; (language that is likely to irritate, cause resentment or wound a person's pride).
- » The pejorative language is likely to resonate with consumers who rail against the price hike; (language that produces keen irritation or bitter resentment; language that has a disparaging force).
- » The censorious reference to the "anti-vaxxers" is likely to *rankle* with those who believe it is their right to choose; (producing lasting irritation or resentment in your mind).
- » The author's *denigrating* comments are likely to mortify shoppers with the suggestion that

they are ignorant and naïve; (a suggestion that humiliates a person's feelings as in a severe wound to the pride or self-complacency).

- » Readers are likely to take *umbrage* at the suggestion that they are being duped; (be offended by).
- » Her contemptuous tone would most certainly raise the ire of most shoppers who prefer organic food; (showing contempt or the feeling that someone or something is mean and disgraceful; raising their anger or rage).

Session 10

Does the author feel put out or off-put?

Sometimes authors adopt a harsh tone, because they feel extremely angry or resentful about instances of wrongdoing. An author may also feel annoyed if they have suffered an injustice or grievance. If they feel that they have been unfairly victimised, then they may win our support. Much depends upon whether they are able to mount a convincing case and put forward convincing reasons.

- ◆ dismissive; deciding that something is not true or important enough to be considered
 - ◆ cursory; short and rapid
 - ◆ indignant; angry at something you think is unfair, wicked or base; righteous anger
 - ◆ exasperated; very annoying
 - ◆ affronted; feeling offended at something that hurts your pride or your feelings;
 - ◆ aggrieved; resentful because of feeling wronged
 - ◆ dismayed; very disappointed; utterly disheartened or worried
 - ◆ incensed; made angry
 - ◆ irascible; easily made angry
 - ◆ vindictive; done as an act of revenge or spite
- » Residents are incensed/mortified that nothing was done to stop the abuse; (to severely embarrass someone, or hurt their feelings or pride).

Session 11

Does the author convey a sense of arrogance or antagonism?

- ◆ defiant; daring challenge to authority or opposing force
- ◆ antagonistic; acting in opposition
- ◆ intimidating; frightening in order to force someone into doing something
- ◆ undermining; harming or weakening by secret or underhand means
- ◆ inflammatory; easily set on fire; kindling passion or anger
- ◆ incredulous; not willing to believe
- ◆ dumbfounded; to make unable to speak, usually because of amazement
- ◆ astounded; to overcome with amazement
- ◆ acerbic' sour, harsh, bitter

Session 12

Does the author use humour to convey his or her views?

A humorous tone can be uplifting and bring a lot of laughter and pleasure. However, if it is not carried off well, it might back-fire and discourage members of the audience. Authors may also adopt a mocking or sarcastic tone to convey their views.

- ◆ frivolous; being foolish or light-hearted instead of serious; of little or no weight, worth or importance
- ◆ ironical; characterised by irony — a figure of speech or literary device in which the literal meaning is the opposite of that intended
- ◆ bantering; playfully teasing language; good humoured raillery
- ◆ facetious; intended to be amusing at the wrong time or in an unsuitable way
- ◆ cynical; distrusting the motives of others; like or characteristic of a
- ◆ cynic; someone who does not believe in the goodness of people or events and is often scornful of them
- ◆ ridiculing; deriding; making fun of, jeering at
- ◆ derisory; mocking
- ◆ sarcastic; the saying of harsh and bitter things, especially by using the trick of saying the opposite of what you really mean, so as to hurt someone's feelings

Session 13

Is the author dishonest or discourteous?

- ◆ deceitful; tricking by not telling the truth
- ◆ hypocritical; making out that one has certain beliefs or morals that in reality one does not have;
- ◆ obnoxious; disagreeable or nasty
- ◆ objectionable; unpleasant or offensive
- ◆ inimical; unfriendly or hostile
- ◆ despondent; feeling depressed, expecting things to turn out badly
- ◆ alienating; making someone or something indifferent; adverse or estrange; making someone who has been a supporter or friend become opposed to you
- ◆ provocative; making angry or annoyed; stirring up

Exercise 1: tone match ups (from Sessions 1-13)

A. inflammatory; B. exasperated; C. derisory; D. sarcastic; E. ironical;
 F. high-minded; G. indignant; H. adamant; I. considered; J. affable;
 K. dogmatic; L. candid ; M. prosaic; N. dismayed; O. hypocritical;

<i>Word</i>	<i>Definition</i>
1.	angry at something you think is unfair, wicked or base; righteous anger
2.	very annoyed; fed up; infuriated; highly irritated
3.	presented or thought out with care
4.	easily set on fire; kindling passion or anger
5.	commonplace; dull
6.	characterised by irony — a figure of speech or literary device in which the literal meaning is the opposite of that intended
7.	deriding; making fun of, jeering at
8.	the saying of harsh and bitter things, especially by using the trick of saying the opposite of what you really mean, so as to hurt someone's feelings
9.	making out that one has certain beliefs or morals that in reality one does not have
10.	sincere , honest, frank
11.	friendly; polite; easy to get along with
12.	having or characterised by high moral principles; upstanding and upright (adopting the high moral ground/ moral appeals)
13.	assertive and forthright; staying firm in what you decide
14.	saying what you think very forcefully and expecting others to accept it as true; opinionated; asserting opinions in an arrogant, positive or authoritative manner
15.	very disappointed; disheartened or worried

Exercise 2: tone match ups (from Sessions 1-13)

A. provocative; B. personable; C. patronising; D. self-righteous; E. scornful;
 F. inflammatory; G. judgemental; H. authoritative; I. censorious; J. accusatory;
 K. assertive; L. earnest; M. imperative; N. contemptuous; O. emphatic.

<i>Word</i>	<i>Definition</i>
1.	inclined to pass judgement, especially in a dogmatic fashion
2.	making angry or annoyed, stirring up
3.	confident and positive
4.	easily set on fire; kindling passion or anger
5.	sincere and serious
6.	convinced that you know and do what is morally right in a way that annoys others
7.	critical and fault-finding
8.	showing contempt and disdain - the feeling that someone or something is mean, disgraceful or worthless
9.	having or showing power or an ability to control
10.	accusing
11.	having a pleasing character
12.	to treat kindly, but as inferior
13.	very important or urgent
14.	jeering, showing strong disgust, disapproval or disdain
15.	uttered with emphasis, strong expressive