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|------------------------------------|-------------------------------------|
| 7. increased product innovation | 9. greater chance of being hired |
| 8. greater employee accountability | 10. reduced cost of social services |

Audience 2: Educators

- | | |
|---------------------------------------|--|
| 1. more stable society | 6. increased profits |
| 2. higher potential employee salaries | 7. reduced cost of prisons |
| 3. increased enrollment | 8. education relevant to workplace |
| 4. increased competitiveness | 9. greater chance of student being hired |
| 5. reduced cost of social services | 10. ease of adjustment to workplace |

Audience 3: Government

- | | |
|------------------------------------|---|
| 1. more stable society | 6. increased profits |
| 2. reduced cost of prisons | 7. increased enrollment |
| 3. lower crime rate | 8. more stable workforce |
| 4. reduced cost of social services | 9. more competitive salary negotiations |
| 5. ease of adjustment to workplace | 10. greater efficiency on job |

Audience 4: Students

- | | |
|------------------------------------|-------------------------------|
| 1. more stable society | 6. increased profits |
| 2. higher potential salary | 7. reduced cost of prisons |
| 3. increased enrollment | 8. lower crime rate |
| 4. greater chance of being hired | 9. better salary negotiations |
| 5. ease of adjustment to workplace | 10. greater efficiency on job |

Tone

Tone means the writer's attitude toward the subject or audience. We tend to be more aware of tone when we are speaking or listening to other people than when we are writing. Their tone of voice tells us a lot about their meaning. For example, if someone says, "Nice weather," in the middle of a blizzard, we know he or she is being sarcastic. Tone can range from serious to sarcastic or from angry to humorous.

Writers should consider the effect their tone will have on the intended audience. Tones that could be described as dismissive, condescending, demeaning, insensitive, or strident are not likely to be well received by an audience.

SERIOUS TONE EXAMPLE

The following is a fairly straightforward description of how to carve a jack-o'-lantern. The paragraph makes the process seem pretty easy if you follow the instructions given. Compare the tone of this paragraph to the tone of the next paragraph on the very same subject.