

# Personalities of Text

## RHETORICAL PROFILE

### TEXT PROFILE

### FORMAL LEVEL

### INFORMAL LEVEL

### COLLOQUIAL LEVEL

### RESTRAINED TEXTURE

<ul style="list-style-type: none"> <li>• formal vocabulary</li> <li>• polysyllabic words</li> <li>• avoid contractions, idioms, slang</li> <li>• avoid impersonal 'you'</li> </ul>	<p><b>1</b></p> <ul style="list-style-type: none"> <li>• passive diction, often with 'to be'</li> <li>• few or no metaphors</li> <li>• simple, less varied adjectives/adverbs</li> <li>• avoid sound patterns and rhythms</li> <li>• ordinary sentences</li> </ul>	<ul style="list-style-type: none"> <li>• ordinary vocabulary</li> <li>• monosyllabic words</li> <li>• some contractions, idioms, slang</li> <li>• some use of impersonal 'you'</li> </ul>	<p><b>2</b></p> <ul style="list-style-type: none"> <li>• passive diction, often with 'to be'</li> <li>• few or no metaphors</li> <li>• simple, less varied adjectives/adverbs</li> <li>• avoid sound patterns and rhythms</li> <li>• ordinary sentences</li> </ul>	<ul style="list-style-type: none"> <li>• popular vocabulary</li> <li>• more contractions, idioms, slang</li> <li>• more use of impersonal 'you'</li> </ul>	<p><b>3</b></p> <ul style="list-style-type: none"> <li>• passive diction, often with 'to be'</li> <li>• few or no metaphors</li> <li>• simple, less varied adjectives/adverbs</li> <li>• avoid sound patterns and rhythms</li> <li>• ordinary sentences</li> </ul>
<ul style="list-style-type: none"> <li>• formal vocabulary</li> <li>• polysyllabic words</li> <li>• avoid contractions, idioms, slang</li> <li>• avoid impersonal 'you'</li> </ul>	<p><b>4</b></p> <ul style="list-style-type: none"> <li>• more ordinary verbs</li> <li>• more use of 'to be'</li> <li>• less descriptive language</li> <li>• some metaphors</li> </ul>	<ul style="list-style-type: none"> <li>• ordinary vocabulary</li> <li>• monosyllabic words</li> <li>• some contractions, idioms, slang</li> <li>• some use of impersonal 'you'</li> </ul>	<p><b>5</b></p> <ul style="list-style-type: none"> <li>• more ordinary verbs</li> <li>• more use of 'to be'</li> <li>• less descriptive language</li> <li>• some metaphors</li> </ul>	<ul style="list-style-type: none"> <li>• popular vocabulary</li> <li>• more contractions, idioms, slang</li> <li>• more use of impersonal 'you'</li> </ul>	<p><b>6</b></p> <ul style="list-style-type: none"> <li>• more ordinary verbs</li> <li>• more use of 'to be'</li> <li>• less descriptive language</li> <li>• some metaphors</li> </ul>
<ul style="list-style-type: none"> <li>• formal vocabulary</li> <li>• polysyllabic words</li> <li>• avoid contractions, idioms, slang</li> <li>• avoid impersonal 'you'</li> </ul>	<p><b>7</b></p> <ul style="list-style-type: none"> <li>• active, vigorous verbs</li> <li>• varied, specific adjectives/adverbs</li> <li>• few forms of 'to be'</li> <li>• sensory language</li> <li>• generally balanced sentences</li> <li>• rhetorical questions</li> <li>• metaphors and poetic devices</li> </ul>	<ul style="list-style-type: none"> <li>• ordinary vocabulary</li> <li>• monosyllabic words</li> <li>• some contractions, idioms, slang</li> <li>• some use of impersonal 'you'</li> </ul>	<p><b>8</b></p> <ul style="list-style-type: none"> <li>• active, vigorous verbs</li> <li>• varied, specific adjectives/adverbs</li> <li>• few forms of 'to be'</li> <li>• sensory language</li> <li>• generally balanced sentences</li> <li>• rhetorical questions</li> <li>• metaphors and poetic devices</li> </ul>	<ul style="list-style-type: none"> <li>• popular vocabulary</li> <li>• more contractions, idioms, slang</li> <li>• more use of impersonal 'you'</li> </ul>	<p><b>9</b></p> <ul style="list-style-type: none"> <li>• active, vigorous verbs</li> <li>• varied, specific adjectives/adverbs</li> <li>• few forms of 'to be'</li> <li>• sensory language</li> <li>• generally balanced sentences</li> <li>• rhetorical questions</li> <li>• metaphors and poetic devices</li> </ul>

### COMMON TEXTURE

### ELABORATE TEXTURE

THE TERM "RHETORICAL PROFILE" IS FROM:

Weathers, W. and Winchester, O. *The Strategy of Style*. McGraw-Hill. 1967. (no longer in print)