

What is Expression?

Expression is 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 your language choices have on your audience.

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?** Positive? Neutral? Compassionate?
- **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 (e.g., similes, metaphors, irony, personification, etc.)
- Figures of speech (e.g., parallelism, antithesis, ellipsis, alliteration, etc.)

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 (e.g., would have vs. would of)
- Denotative vs. connotative (dictionary definition vs. implied meaning)
- Concrete vs. abstract (e.g., 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