Adding Voice to Informational Writing

Voice in writing is how our words sound to the reader. Writing is more enjoyable when it has a strong voice-personality so that readers get a sense of the person behind the writing. Here are a few tactics to improve your voices and put yourself into your writing.

- Provides details and examples to back up the basic information. This will give your writing a confident voice and show that you really know your topic. When you are knowledgeable about your topic, you will sound confident and readers will pay attention.

- Show how you feel about the topic. For example, let readers know when you are curious, surprised, or worried. When you are enthusiastic, readers will hear your enthusiasm.

- Use lots of sensory language (words connected to sight, sound, smell, taste, touch) to paint a vivid picture.

- Compare one item or idea to another by using a simile, metaphor, or analogy. Comparisons help your audience connect with the topic.

Remember that your voice is influenced by your purpose and audience. The key to matching voice to audience is tuning in to what your readers will expect or need and how they will respond.