

Voice

Have you ever eaten something with no taste whatsoever? As you were chewing, maybe you thought to yourself, “Why does anyone *eat* this stuff?” Why indeed. Without flavor, what’s the point? Guess what. Writing needs flavor, too—if it’s going to appeal to anyone. Where does that flavor come from? After all, writers can’t just reach for the spice rack. But they can choose intriguing topics, dig for the most interesting information available—and let their passion for the topic show in every line. When writers sound as if they care about the message, they get readers to care—and read on. That’s the power of voice.

In this unit, you’ll explore the power of Voice by

- defining this trait in your own words.
- using knowledge and strong feelings to create a confident voice.
- matching voice to audience.
- revising to give your own writing more voice.