

Identifying Tone and Style – Activity C

1. Scan the following article.
“Customer Satisfaction Guaranteed, I was told NO”
(<http://www.thesqueakywheel.com/complaints/2009/MAY/complaint43673.cfm>)
2. What is the *tone / style* of the text? **Discuss** the options with a partner and, where possible, use examples from the text to support your ideas. (Consider the grammar structure, vocabulary, pronouns, ideas, etc)
 - a) Formal OR Informal
 - b) Objective OR Subjective/Biased
 - c) Serious OR Humorous
 - d) Literal (they mean what they say) OR Sarcastic (they mean the opposite)
 - e) Factual OR Exaggerated/Made up