

# Key points

**Tone:** the attitude of a character, speaker or narrator

**Mood:** the emotion experienced by YOU, the reader. Mood is almost always established by the tone.

**Atmosphere:** also a feeling (like mood) but it refers specifically to "a feeling in the room." Atmosphere is the feeling that we get from an external environment (i.e. the vibe of a physical place or situation), whereas mood refers to an internal emotion coming from within the reader.

## **Very important point**

*Never analyse tone, mood and atmosphere in isolation. Tone, mood and atmosphere are always created by other techniques, so they need to be analysed in relation to the techniques that create them.*

## **So you can't just say**

*"The tone is the article is positive and this makes the message more persuasive."*

*You need to explain how the tone, or atmosphere, or mood, was created in the first place, and only then should you explain the meaning or effect of the tone. Also, try to relate tone, atmosphere and mood if you can, because these are all related in a cause-effect manner.*

## **A better example**

*"The positive tone constructed by the exclamations and positive diction in lines 5 and 6 in turn establishes a relaxed mood, which makes the message more persuasive to the readers."*