

# Identifying tone and mood

Master the  
reading  
strategy!



## What is tone?

Tone ➤ the writer's **attitude** towards a subject or a topic

## What is mood?

Mood ➤ the general **feeling** the writer presents to readers

\* Sometimes, the same adjective can reveal a tone and depict a mood.

## How to identify tone and mood?

- look for words expressing positive and negative feelings that reveal the writer's attitudes or feelings towards an issue:

Positive	Negative
joyful	upset
cheerful	angry
excited	worried
amused	terrified
grateful	regretful

## Let's have a closer look!

Dear Manager,

She did not get what she wanted.

I am writing to express my **disappointment** with the service my family and I received at your restaurant on 24<sup>th</sup> December.

We thought we would be spending a peaceful, holy, heart-warming Christmas Eve at your restaurant, but the **terrible** services of your staff had ruined our otherwise precious moments and festive spirit.

She did not have a wonderful time.

When our meals were being served, the waiter spilt coffee over my dress. He just walked away without even a sign of apology! I was so **mad**... 'Mad' is a synonym for 'angry'.

What is the mood of the customer?

- A. angry                       B. reflective  
 C. gloomy                       D. humorous

## Let's practise!

Dear Mrs Chan,

On behalf of Sky Restaurant, I would like to express my sincere regret for the unpleasant experience you have had on Christmas Eve here with us. A verbal warning has been given to the waiter concerned and I can promise you that this level of service will in no way be tolerated. Meanwhile, to express our apology, we would like to offer you a 20% off coupon...

What is the tone of the reply letter?

- A. aggressive                       B. sad  
 C. sorry                               D. disappointed