**Tone = speaker’s attitude**

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| --- | --- | --- |
| **POSITIVE TONE WORDS** | **NEUTRAL** **(+**, **-**, **or neutral)** | **NEGATIVE TONE WORDS** |
| admiringadoringaffectionateappreciativeapprovingbemusedbenevolentblithecalmcasualcelebratorycheerfulcomfortingcomiccompassionatecomplimentaryconciliatoryconfidentcontenteddelightfulearnestebullientecstaticeffusiveelatedempatheticencouragingeuphoricexcitedexhilaratedexpectantfacetiousferventflippantforthrightfriendlyfunnygleefulgushyhappy | hilarioushopefulhumorousinterestedintrospective jovialjoyfullaudatorylightlivelymirthfulmodestnostalgicoptimisticpassionateplacidplayfulpoignantproudreassuringreflectiverelaxedrespectfulreverentromanticsanguinescholarlyself-assured sentimentalserenesillysprightlystraightforwardsympathetictendertranquilwhimsicalwistfulworshipfulzealous | commandingdirectimpartialindirectmeditativeobjectivequestioningspeculativeunambiguousunconcernedunderstated | abhorringacerbicambiguousambivalentangryannoyedantagonisticanxiousapatheticapprehensivebelligerentbewilderedbitingbitterbluntbossycoldconceitedcondescendingconfusedcontemptuouscurtcynicaldemandingdepressedderisivederogatorydesolatedespairingdesperatedetacheddiabolicdisappointeddislikingdisrespectfuldoubtfulembarrassedenragedevasivefatalisticfearfulforcefulforebodingfranticfrightenedfrustratedfuriousgloomygravegreedygrimharshhaughtyholier-than-thouhopeless | hostileimpatientincredulous indifferentindignantinflammatoryinsecureinsolentirreverentlethargicmelancholymischievousmiserablemockingmournfulnervousominousoutragedparanoidpatheticpatronizingpedanticpensivepessimisticpretentiouspsychoticresignedreticentsarcasticsardonicscornfulself-deprecatingselfishseriousseveresinisterskepticalslysolemnsombersternstolidstressfulstridentsuspicioustensethreateningtragicuncertainuneasyunfriendlyunsympatheticupsetviolentwry |

**Mood = emotional effect that**

**the text creates for the audience**

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| --- | --- |
| **POSITIVE MOOD WORDS** | **NEGATIVE MOOD WORDS** |
| amusedawedbouncycalmcheerfulchipperconfidentcontemplativecontentdetermineddignifieddreamyecstaticempoweredenergeticenlightenedenthralledexcitedexhilaratedflirtygiddygratefulharmonioushopefulhyperidyllicjoyous | jubilantliberatinglight-heartedlovingmellownostalgicoptimisticpassionatepeacefulplayfulpleasedrefreshedrejuvenatedrelaxedrelievedsatiatedsatisfiedsentimentalsillysurprisedsympatheticthankfulthoughtfultouchedtrustfulvivaciouswarmwelcoming | aggravatedannoyedanxiousapatheticapprehensivebarrenbroodingcoldconfiningconfusedcrankycrushedcynicaldepresseddesolatedisappointeddiscontenteddistresseddraineddrearyembarrassedenragedenviousexhaustedfatalisticforebodingfrustratedfutilegloomygrumpyhauntingheartbrokenhopelesshostileindifferentinfuriated | insidiousintimidatedirateirritatedjealouslethargiclonelymelancholicmercilessmoodymorosenauseatednervousnightmarishnumboverwhelmedpainfulpensivepessimisticpredatoryrejectedrestlessscaredserioussicksomberstressedsuspensefultenseterrifyingthreateninguncomfortablevengefulviolentworried |