ORAL VS. WRITTEN STYLE

Spoken
- Use of personal pronouns
- Shorter thought units that are easy to follow
- Greater repetition of words and phrases to emphasize ideas
- Colloquial words and contractions create a lively, conversational tone
- Familiar words used to ensure audience understanding
- Fewer references to previously stated information, i.e. "as mentioned above"

Written
- Infrequent use of personal pronouns
- More complicated sentence structures
- Repetition of ideas through precise and varied language
- Formal tone and infrequent use of colloquialisms
- Rich and precise vocabulary used, regardless of audience
- May refer to previously stated information, i.e. "In the former"

Logical structure

Cohesive, fluid argument

Rich and varied evidence

Credit: Prof. James Jasinski, Center for Speech & Effective Advocacy Workshop, May 2019 (with his appreciation to faculty of the Writing Center at Hamilton College, esp. M.A.K. Halliday, Spoken and Written Language, Oxford University Press, 1985)