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The writer speaks directly to the reader that is individual and engaging.

A. The tone of the writing adds interest to the message.

B. The reader feels a strong interaction with the writer, sensing the person behind the words.

C. The writer takes a risk by revealing who he or she is consistently throughout the piece.

D. Narrative writing is honest, personal, and engaging and makes the reader think about and react to the author's ideas.

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The writer seems sincere but not fully engaged or involved. The result is pleasant or even personable, but not compelling.

A. The writer seems aware of an audience but discards personal insights in favor of generalities.

B. The writer communicates in a pleasing, yet safe manner.

C. Only one or two moments move or delight the reader.

D. Narrative writing is reasonably sincere, but doesn't reflect unique or individual perspective on the topic.

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The writer seems indifferent, uninvolved, or distracted from the topic and audience.

A. The writer is not concerned with the audience. The writer's style is a complete mismatch for the intended reader.

B. The writer speaks in a kind of monotone that flattens all potential highs or lows in the message.

C. The writing is humdrum and "risk-free."

D. The development of the topic is so limited that no point of view is present.