

# The Rhetorical Profile

## *THE PERSONALITIES OF TEXT*

### LEVEL

#### *Formal*

distance between  
text and reader/listener

#### *Informal*

less distance between  
text and reader/listener

#### *Colloquial*

little or no distance between  
text and reader/listener

### TEXTURE

#### *Restrained*

simple diction, syntax, meaning

#### *Common*

average diction, syntax, meaning

#### *Elaborate*

greater complexity of  
diction, syntax, meaning

ADAPTED FROM: Weathers, W. & Winchester, O.  
*The Strategy of Style*. McGraw-Hill. 1967.