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. “as in the former”

Logical structure

Cohesive, fluid argument

Rich and varied evidence

Spoken vs. Written Language