

## MINI CHEAT SHEET— CONSISTENCY

### NARRATIVE MODES:

| Point of View | Examples of Pronouns | Common Genres   |
|---------------|----------------------|---|
| First person  | I, we                | Correspondence, blogs, social media, essays                               |
| Second person | You                  | Procedural, correspondence, marketing, creative (poetry, novels, etc.)    |
| Third person  | He, she, they        | Journalism, academic, technical, legal, medical, marketing communications |

### ACTIVE vs. PASSIVE VOICE:

In the **active** voice, the **subject** of the sentence **performs the action** indicated by the **verb**. The active voice keeps the sentence in a logical order:



In the **passive** voice, the **object** of the action becomes the **subject** of the sentence. The verb phrase will contain some form of the verb “to be.”

**The last cookie was eaten by Elizabeth.**



### SUBJECT/VERB AGREEMENT:

To keep your writing clear and concise, make sure that all subjects and verbs agree in tense (past, present, future) and in number (singular, plural):

**The woman eats the cookie.**

↑ (singular subject)      ↑ (singular verb)

**QUICK TIP:** Don't be fooled by collective nouns, which sound like they may be plural, but take the singular verb. Some examples are: **team, group, staff, family** and **committee**.

The staff **is** going on a retreat.