

TIMECODE	NAME	Dialogue
00.00.04	NARRATOR	Your tone of voice can make the difference between encouraging people and putting them off.
00.00.09	NARRATOR	Sit down. Sit down. Tone of voice matters just as much when we write, our written words can; for example, communicate the tone of an employer or the tone of a mate. At the BBC Academy we write as we would talk to our colleagues.
00.00.28	NARRATOR	We're friendly, conversational, and authoritative.
00.00.34	NARRATOR	So let's look at friendly, we address the people we're writing for directly. We use 'we' to mean the Academy and 'you' to mean our readers.
00.00.43	NARRATOR	We aren't academic or preachy, to sound conversational we use contractions, words like 'can't' and 'that's'. We write as if we're having a conversation, but we aren't overly familiar or gossipy. And finally, authoritative. We're experts talking to fellow experts, not teachers talking to students.
00.01.08	NARRTOR	The BBC Academy trains the BBC, we have authority because of the quality of what we do and we have to get it right. That means being accurate in our grammar and punctuation; not using slang like awesome, or abbreviations; we don't swear; we don't offend and we always put verbs in our sentences.
00.01.34	NARRATOR	We're the BBC Academy; when you're writing always keep our tone of voice in mind.
00.01.43	END OF RECORDING	