WHAT IS STYLE?

The most basic components of writing are:
* Characters (letters, numbers, even symbols such as punctuation marks)* Words
* Phrases
* Sentences
* Paragraphs
* And, the document as a whole.

In your k-12 education, you probably learned how to use these different components in good ways.
That is, you learned to write grammatically correct and use the correct punctuation.

In addition to learning about Words, we learn about word choice (or what we call diction).

For example, in certain writing situations (such as formal academic writing or even legal writing), you might not use a contraction, such as don't. You would simply say DO NOT.

Additionally, you would maintain a sense of formality and specificity with the language. So, you would never say "A lot." You would say, "Many" or "Several."

The choice to use these more formal constructions refers to a rhetorical element which we call style.

Style applies to everything. Style also applies to other modes of communication. For example, when you create a slideshow presentation. You would not use certain colors such as red. Certain items would be larger than others. And, you would follow some specific rules/guidelines to make the slideshow more accessible to the audience.

RHETORICAL STYLE
Style, one of the five canons of rhetoric (along with Invention, Arrangement, Memory, and Delivery) refers to the expression of ideas. Put simply, ideas can be expressed in a multitude of ways (formally, informally, literally, figuratively, etc.); style helps language express itself.

In academic and professional situations, the style used is very formal, whereas how we talk and communicate with friends or in more "artistic" or "personal" ways may be informal. Style helps to convey our expressions appropriately to the audience.

Style is situated by the designer to convey ideas to the audience. The style affect the message to make it humorous, straight-forward, boring, or intense.

Style affects and makes use of all levels of language:
Graphemes (Characters) and their Phonemes
Morphemes (Roots and Affixes)

Words (Diction and/or Usage)
Phrases (Small Groups of Words)
Clauses (Parts of Sentences and/or Sentences/Syntax)
Paragraphs/Blocks (Groups of Sentences)
Document/Project (Groups of Paragraphs/Blocks or Other Media Unified to Convey Information)

Style also refers to the use of ornaments, such as metaphor or repetition, to affect the message or make the message more interesting or less interesting, formal or informal, or even more emotional.