



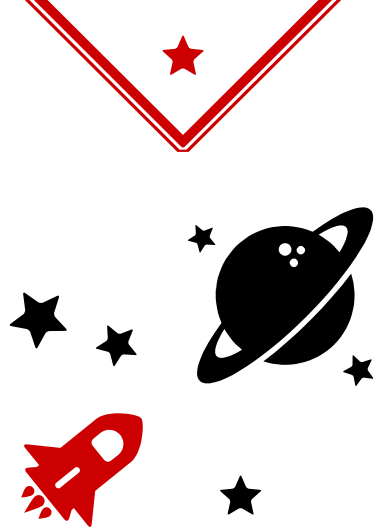
# TYPES OF WRITING

## Forms & Features

STW EX20003



SCIENTIFIC WRITING vs SCIENCE WRITING  
CREATIVE WRITING vs CONTENT WRITING  
TECHNICAL WRITING vs BUSINESS WRITING



# SCIENTIFIC WRITING vs SCIENCE WRITING



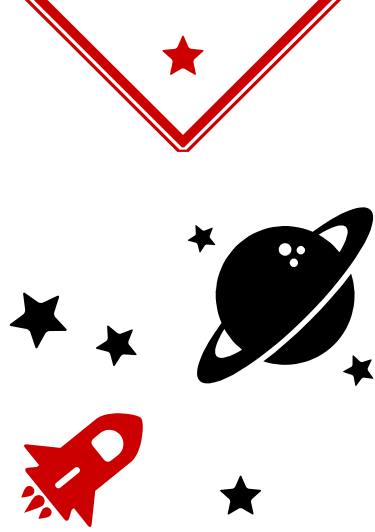
# SCIENTIFIC WRITING

- ◆ Used to communicate research results between experts
- ◆ Content is highly technical and as objective as possible
- ◆ Language can include jargon because audience is specific and professional
- ◆ Includes great detail since it serves as an official record of research
- ◆ Much of this communication is subject to peer review
- ◆ Structure often follows IMRAD format i. e. introduction, methods, results, and discussion
- ◆ Examples include primary research articles, grant proposals, literature reviews, abstracts, presentations, posters, and letters



# SCIENCE WRITING

- ◆ Communicates discoveries to broader audience
- ◆ Includes greater diversity of content
- ◆ Can focus on particular finding, explanation for item of public interest, researcher spotlight, or debate in the field
- ◆ Includes articles, interviews, videos, social media, and podcasts about science
- ◆ Audience could be general laypeople or specific readership
- ◆ Technical jargon is avoided because readers are less knowledgeable
- ◆ Metaphors and analogies are included to explain a concept
- ◆ Science ideas are coalesced into narrative form to make them communicable to public e. g. National Geographic articles



# CREATIVE WRITING vs CONTENT WRITING



# ELEMENTS OF CREATIVE WRITING

- ❖ **Artistic Freedom:** creative writing can be fiction or nonfiction, necessitating mastery of language, storytelling, character development, and use of literary devices (such as metaphor, figure of speech, and foreshadowing), and worldbuilding
- ❖ **Potential to inform & entertain:** creative writing can be informative, like biographies and memoirs, or entertaining, like science fiction novels and film scripts
- ❖ **Build on previous work:** creative writing can adapt or repurpose previous works of creative writing—most obvious in movie sequels or serialized comics
- ❖ **Varied points of view:** creative writing employs a variety of narrative voices, from first-person to second-person to third-person omniscient
- ❖ **Explore deep themes:** creative writing often presents a strong underlying theme—either explicitly stated (in nonfiction) or via the trials of a main character (in fiction)



# EXAMPLES OF CREATIVE WRITING FORMS

- ◆ Novels, novellas and short stories
- ◆ Screenplays, teleplays, theatre scripts, radio and podcast scripts
- ◆ Journalism, including news and feature stories, newspaper columns, letters to the editor
- ◆ Biographies, autobiographies, and memoirs
- ◆ Travel guides and travelogues
- ◆ Self-help books, cookbooks and how-to books, but not instruction manuals
- ◆ Nonfiction accounts of both hard sciences like biology and social sciences like political science and economics
- ◆ Humorous essays, personal essays
- ◆ Lyrical content including poetry, verse-based theater and song lyrics





# ELEMENTS OF CONTENT WRITING

- ◆ Transactional writing that falls into two categories: marketing and branding-based writing, particularly for the Internet; and technical writing that explains how to do something
- ◆ Not author's personal voice, but about conveying information for specific purpose
- ◆ Marketing tool requiring high output and tight deadlines
- ◆ Engaging writing with a knack for readability and holding a reader's attention
- ◆ Involves a degree of research including targeted searches and keyword research
- ◆ Typically aligns with a brand, assimilating a brand's content strategy and marketing strategy
- ◆ Relies on creativity but within very narrow boundaries of an assignment



# EXAMPLES OF CONTENT WRITING FORMS

- ◆ Content marketing, including short advertising copy and longer-form blogging
- ◆ Product descriptions
- ◆ Website creation for small business and corporate clients, including landing pages, company blogs, and digital storefronts
- ◆ Web content, especially informative articles designed for search engine optimization
- ◆ Repurposing SEO content for digital marketing and social media posts
- ◆ Incorporating keyword phrases into sales copy or website copy
- ◆ Drafting technical manuals



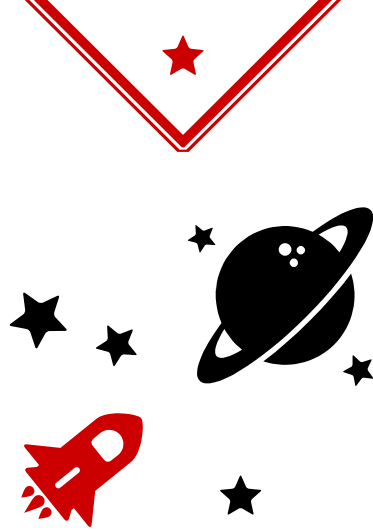
# DIFFERENCES

- ❖ **Tone:** Creative writing has varied tones based on mood of writer and type of written piece, as author has freedom to choose and is not confined to ‘impersonal’ tone; content writers, whether freelancers or working for a website content writing service, have to keep specific brand tone in mind, with limited options of having informative, serious, optimistic, and objective tones; extent of any creative touch is governed by client
- ❖ **Purpose:** Creative writing often has the purpose of expressing, entertaining, and engaging, but content writing is done with specific goals of marketing, sales, dispensing information, or other business-oriented purposes



# DIFFERENCES

- ❖ **Artistic freedom:** Creative writers have more artistic freedom, being able to choose length, tone, style, form, and purpose of their written piece, use imagery, and employ figurative expressions; content writers can be creative, but also have to follow SEO and writing guidelines to make content visible and readable to intended audience
- ❖ **Style:** Creative writers can adopt imaginative, fantastical, and colorful style; content writers have to have a methodical, articulate, factual, and informative style of writing



# TECHNICAL WRITING vs BUSINESS WRITING

## TECHNICAL WRITING

- ◆ Style of writing where author needs to explain a certain subject
- ◆ Explanation, instruction, or direction
- ◆ Two categories: tangible and abstract
- ◆ Tangible writing deals with visible or palpable items e. g. software installation or furniture assemblage
- ◆ Abstract writing focuses on describing intangible objects e. g. office policies or behavioural instructions



- ◆ Technical writing consists of instruction manuals, policy manuals, user manuals, analysis reports, product assembly instructions, and other similar documents
- ◆ Technical writers require high competence in their subject matter including knowledge of specific acronyms, abbreviations, and terms that apply to that field
- ◆ Technical writers need to anticipate the knowledge their audience might already have
- ◆ Technical writing transforms information from complex industries, like medical and engineering, into organized, user-friendly facts that non-specialists can use
- ◆ Technical writers need to translate the concepts between consumers and developers



## **TRADITIONAL TECHNICAL WRITING**

- ◆ Target audience is professionals in different industries
- ◆ Output consists of research, guides, and repair manuals
- ◆ Main sections for traditional projects: (a) scientific and medical papers, (b) content for educational and business sectors in the form of reports and reviews

## **END-USER ORIENTED TECHNICAL WRITING**

- ◆ Product description: describes features of the product to user
- ◆ User guide: informs user about assembly, operation and maintenance of the product
- ◆ FAQ: information broken down into smaller parts so that user can find relevant section





## **MARKETING ORIENTED TECHNICAL WRITING**

- ◆ Most commercial and online businesses utilize this form of technical writing
- ◆ Subject matter details are changed into promotional content
- ◆ White papers and case studies help to show the success of a business or service.
- ◆ Content might highlight user problems and reveal how the product can provide solutions
- ◆ Case studies can explain how a solution helped a company reach its goals
- ◆ Pitches and proposals, business-to-business (B2B) solutions, business plans and mission statements
- ◆ Brochures including essential data in attractive and easy to understand manner



## TECHNICAL WRITING: NECESSARY SKILLS

- ◆ **Clear Content:** Content must be direct, engaging, with adequate information and logical structure
- ◆ **Addressing Target Audience:** Writing must address correct target audience e. g. a software user guide needs to address concerns of end-user
- ◆ **Brand Alignment:** Writing needs to align with the brand objectives e. g. writing an emergency evacuation plan, where writer's goal is to explain escape processes in a way that staff and visitors understand, plus demonstrate the company's goals of caring for its employees and clients
- ◆ **Research And Sourcing:** This may consist of finding right sources online, speaking to experts, accessing company documents etc.
- ◆ **Concept Translation:** Technical writing needs to relate concept and ideas so that readers will understand
- ◆ **Systematic Approach:** Unless there is a structure, writer may lose vital content and reader will not know where to find relevant information



# BUSINESS WRITING: TYPES

## INSTRUCTIONAL WRITING

- ◆ Provides reader with information needed to complete task
- ◆ Breaks down process into understandable steps, accounts for reader's knowledge, and includes scope of task while integrating variations or potential problems

**User Manual:** guide focused on allowing customer to use product

**Specifications:** outline of product or process that allows it to be constructed or reconstructed by unfamiliar but knowledgeable user, enabling effective distribution

**Business Memo:** short notification of new information shared within large group in organization, including direct instruction or reference on how to complete future tasks



# BUSINESS WRITING: TYPES

## INFORMATIONAL WRITING

- ❖ Does not require action, but created for reference or record
- ❖ Recording business information accurately and consistently is important for marking progress, predicting future work, as well as complying with legal and contractual obligations

**Business Report:** organisations rely on reports to act, communicate business and technical information, capture work completed, record incidents, finalize projects and recommendations, act as archive, and make informed decisions

**Financials:** documents that outline the financial state of organisations over a defined period

**Minutes:** summary of meeting proceedings, with record of discussions, decisions, and assignments for attendees and others



# BUSINESS WRITING: TYPES

## PERSUASIVE WRITING

- ◆ Usually associated with sales, either direct, with a focus on specific item, or indirect, with focus on developing client relationship
- ◆ Goals are (a) to convey information and (b) to convince reader that presented information offers best value

**Proposals:** outline of offer of product or service to potential client, generally presenting project overview, benefits, timeline, costs, and competency

**Sales Email:** email written to large number of people to pitch product or service

**Press Release:** text written for journalists and media presenting new information, aiming to persuade reader to share content through their own channels



# BUSINESS WRITING: TYPES

## TRANSACTIONAL WRITING

- ◆ Includes official business letters, forms, and invoices
- ◆ Used to progress general operations, convey good and bad news, often associated with human resource processes

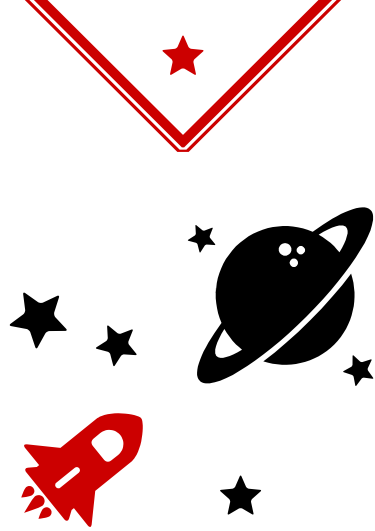
**Email:** document used to quickly communicate information between staff or clients in business activities

**Dismissal notice:** document providing official context and procedural details associated with employment termination



# DIFFERENCES

- ❖ **Audience:** Both business and technical writing are reader-focused, but business writing deals more with interpersonal information e. g. email from HR introducing a new hire falls under business writing, but nurse's report about patient qualifies as technical writing
- ❖ **Tone:** Writing for different audience requires different tones e. g. persuasive voice is needed to emphasize certain aspects of a special offer, direct or formal tone for internal memo, warm and friendly tone in email to a new client, but technical writing does not change tone because goal of technical writing is to explain something clearly
- ❖ **Vocabulary:** With technical writing, it should be impersonal, and language should effectively communicate correct information to right audience e. g. writing intended for expert audience will use different words and phrases than writing for the general public



**THAT'S ALL, FOLKS!**