

Creative, Business and Technical Writing

Creative Writing	Business Writing	Technical Writing
Written so people can re-read many times	Complete meaning communicated on a single reading	Complete meaning communicated through several media including: graphics and words
Complex structure	Clear expression	Clear meaning for any reader, with no room for interpretation
Lots of variety	Lots of consistency	Formal structure
Filled with imagery and symbolism	Filled with facts, numbers and diagrams	Facts, numbers and diagrams all support the findings or purpose of the report
Long, complex sentences	Short, precise sentences	Passive voice – sentence length not as important
Writing style leads the reader to spend time reflecting on the meaning	Writing style should lead the reader to act	Writing style leads the reader to further understanding or additional decisions
Vague ambiguity is expected	Clarity is a must	Clarity is non-negotiable
Impossible to read quickly	Can be read quickly	Intended for technical audience
Image-filled, unfamiliar words	Familiar, understandable words	Technical, precise words