



Differences Between Technical & Creative Writing

Writing can be grouped into five basic types: technical, creative, expressive, expository, and persuasive. To help understand technical writing, it may help to compare it to the other types.

- **Technical writing** conveys specific information about a technical subject to a specific audience for a specific purpose.
- **Creative writing** is fiction—poetry, short stories, plays, and novels—and is most different from technical writing.
- **Expressive writing** is a subjective response to a personal experience—journals and diaries—whereas technical writing might be objective observations of a work-related experience or research.
- **Expository writing** “exposes” a topic analytically and objectively, such as news reports. Like technical writing, the goal of expository writing is to explain or reveal knowledge, but expository writing does not necessarily expect a response or action from the reader.
- **Persuasive writing** depends on emotional appeal. Its goal is to change attitudes or motivate to action.

Writing in the Workplace

What is Technical Writing
 Characteristics of Technical Writing

Technical Writing vs. Creative Writing

Preparation in High School

Samples

- Marketing Flyer
- Video Script
- Quick Reference Card
- E-mail
- Exploded Diagram
- Manufacturing Passdown
- Specifications
- Online Software Documentation
- Online Suggestion
- Presentation Materials
- Press Release
- Data Sheet
- Newsletter
- Company Overview

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	• Technical Writing	Creative Writing
Content	factual, straight-forward	imaginative, metaphoric or symbolic
Audience	specific	general
Purpose	inform, instruct, persuade	entertain, provoke, captivate
Style	formal, standard, academic	informal, artistic, figurative
Tone	objective	subjective
Vocabulary	specialized	general, evocative
Organization	sequential, systematic	arbitrary, artistic