



## Types of Writing: Finding Your Focus

Knowing about the different types of writing and choosing the correct mode keeps you focused on your writing goal and aware of the tone you should take. This will help you think about your audience, make word choices, decide what information to include (and not include), and know whether the voice you use is formal or casual.

When the primary focus is on	and the purpose (writing goal) is to	you are engaging in	which has	which you can see in
The writer	Express yourself and communicate your thoughts, feelings, and opinions	Creative writing	A personal feel, personal thoughts and opinions and relates personal experiences	Diaries, autobiographies, memoirs, and fiction
The reader	<b>Persuade or convince the reader of something, to change or lead the reader's opinion, elicit emotion from the reader</b>	<b>Persuasive writing</b>	<b>A stance, opinion or position and may include an attempt to elicit an emotional response</b>	<b>Debates, newspaper editorials, sermons, advertising or marketing materials, direct mail solicitation letters</b>
Answering a question (real or implied)	<b>Explain how something works, relay information, provide a direct answer to a specific question, educate someone on an issue</b>	<b>Expository writing</b>	<b>Logical supporting facts, details, explanations, examples, strong organization, and logical order</b>	<b>Grant proposals, directions, how-to manuals, textbooks, newsletters</b>
The message itself	Create a text that can be appreciated in its own right	Descriptive writing	An element of writing for the sake of writing, the feel of being entertained	Movies, jokes, songs

Adapted from *A Rhetoric for Writing Teachers*, Third Edition, Erika Lindeman

**The writing goal of a grant proposal is to *GET THE MONEY!* Which of these strategies can help you do this?**

- 1. Make your reviewers feel sorry for your clients by telling a really sad story about one of them.
- 2. Answer all the questions in the RFP thoroughly so that you receive a high score from your reviewers.
- 3. Include a lot of personal opinions about your services and try to persuade your reviewers to agree.
- 4. Present a logical explanation of your services, including a detailed description of how you deliver services, who receives them, and what your objectives are.