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| **SOCIAL DISCOURSE** | **CREATIVE WRITING** | **FREE RESPONSE** | **SYNTHESIS ANALYSIS** | **ACADEMIC RESEARCH** | **OBJECTIVE ANALYSIS** | **DATA ANALYSIS** |
| Informal; face-to-face or technological (instant messaging; email with friends, etc.) | Poetry, fiction, creative nonfiction, drama. | Casual argument: the intelligent, often philosophic dinner conversations; personal essays; blogs. | Research papers: personal subject or thesis. | Research papers: objective subject. | Rhetorical and literary analysis. | Technical writing; science lab reports. |
| Voice-driven argument and tone. Spontaneous. Should acknowledge context: cultural, social, relational. Little or no regard for grammar/syntax/diction. Diction: colloquial and slang; possible technological jargon. | Voice-driven argument and tone. Show, don’t tell; figurative language (schemes and tropes). Informal diction and syntax; purposeful violations of grammar, syntax, diction rules allowed. | Voice-driven thesis and tone. Contentions supported by anecdotal and qualitative evidence drawn primarily from personal experience, current events, and pop culture. Standard diction and syntax. | Voice- and research-driven thesis. Primarily formal tone. Contentions supported by blend of qualitative and quantitative evidence, both researched and anecdotal. Standard diction and syntax. | Prompt/topic-driven; thesis and contention drawn from evidence/research. Objective intent and minimal bias. Formal tone, diction, and syntax. | Text-driven; analysis of and conclusions about author’s work. Voice reflected only in the author’s selection of contentions and evidence. Formal tone, diction, and syntax. | Data-driven; contentions shaped by inductive or deductive hypotheses. Evidence leads to conclusion. Formal tone, diction, and syntax. |
| Strong ethos and pathos; high risk to long-term credibility. | Strong ethos and pathos. Theme = thesis. | Strong ethos and pathos. “Subjective” logos. | Balanced ethos, logos, pathos. | Strong logos; minimal ethos and pathos. | Strong logos; minimal ethos and pathos. | Pure logos. |

WRITING CONTINUUM

Less Voice & Variable Arrangement

More Voice & Variable Arrangement