

Writing Products Traits Chart

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Embedded in each product are traits which can signal to students how to structure their compositions and to choose and moderate language to fit a specific audience and purpose. All LDC products involve text-based sources or references in compositions. The list here is ordered from formal to less formal or conversational in the use of language and rhetoric.

Product	Audience	Purpose	Language	References	Type & Structure
Essay	Academic	To analyze, argue, inform, or explain (See verb in task.)	Of the discipline; formal	Citations and text-based supports; footnotes, endnotes, bibliography	Multi-paragraph prose; argumentation or informational or explanatory
Report	Academic, Business, Technical	To analyze, argue, inform, or explain (See verb in task.)	Of the discipline or professions; formal	Citations and text-based supports; footnotes, endnotes, bibliography	Multi-paragraph prose; memo; lab report; informational or explanatory
Research Paper	Academic; Professional	To explain research findings; draw conclusion/s	Of the discipline or profession; formal	Citations and text-based supports; footnotes, endnotes, bibliography	Multi-paragraph prose; argumentation or informational or explanatory
Critical Review	Academic; Public	To argue the merits of works	Less formal but includes language of the discipline	Embedded references	Multi-paragraph; argumentation
Featured Article	Targeted Public Group	To inform, explain, relate, describe	Less formal, more conversational	Embedded references to background texts; quotes	Multi-paragraph prose; informational or explanatory; narrative
Editorial	Targeted Public Group	To convince; argue a point of view	Less formal to Informal; “plain English”	Includes embedded references to background texts	Short work from 3+ paragraphs; argumentation
Narrative Account, article (chronology, non-fiction)	Public	To relate, describe; entertain	Less formal to Informal; “plain English	Includes embedded references to background texts; quotes, dialogue	Multi-paragraph prose; narrative

Product	Audience	Purpose	Language	References	Type & Structure
Proposal	Professional	To explain and convince; identify problem and propose solution	Professional	Citations; footnotes, endnotes, bibliography	Multi-paragraph prose; divided into sections; argumentation
Lab report (Science)	Academic; Professional	To document and conclude	Academic; Professional	Citations; footnotes, endnotes, bibliography	Sections (e.g. hypothesis, experiment, results, etc.); info/expl
Manual	Technical Field; Public	To relate a sequence of events or process	Technical; Plain English	Directions, steps, process	Bulleted with short explanations
Literary Journalism (Interview, reporting, article)	Public	To relate, explain, narrate	Ranges from less formal to “plain English” to conversational	Includes embedded references	Multi-paragraph; any type of writing
Script, documentary	Public	To relate or explain through dialog	Conversational; Dramatic Methods	Includes embedded references	Dramatic/artistic; any type of writing
Speech	Public	To relate or convince	Conversational; Oratory	May include references	Multi-paragraph
Biography; Interview	Public	To relate a person’s story or experience	Less Formal; Conversational	Includes embedded references	Prose and dialog; explanatory or narrative

Language “meter”:

Language choices (e.g. word, voice, tone) and conventions should fit the needs of the audience and context.

Technical	Formal; Language of the field or business
Academic	Formal; Language of the discipline
Professional	Formal; Language of the profession
Conversational	Informal/ Plain English
Dramatic/Artistic	Colloquial/Innovative