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Interface between Professional Writing and Creative Composition

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Abstract

This article encompasses a comparative outlook of professional writing and creative writing. The purpose of the paper is to explore multiple dimensions of writing especially of scientific and creative writing. The professional writing incorporates resume, official letters, business letters, annual reports, grant proposal, memorandum, medical report, audit report, infrastructural design documents etc. Creative writing entails the writings such as stories, fairy tales, novels, epics, dramas, film scripts, reality show scripts, news etc. Both of the writing types are mostly sought after across the world. The importance of creative writing lies in creativity and nobility. Audiences seek to engage them with new things rather than old and outdated reading materials. They can experience newness in creative writing. However, in professional zones, the demand of professional writing for career search and progression is crucial and the learners have to invest much time in excelling professional writing for better and more effective communication. The formalities and norms of writing are rigidly observed in professional writing rather than in creative writing. The finding of the research is that creative writers need to have passion and curiosity to generate new things for a wide readership, whereas the professional writers must practice and develop skill for professional communication in written versions. This paper has been inscribed by using the secondary sources of information. The method used so far is qualitative.

Keywords: Professional Writing, Creative Writing, Personal Writing, Creativity, Imagination, Emotion

1. Introduction

This paper discusses two types of writing: professional writing and creative writing. It explores multiple aspects of these two categories of writing. Indeed, writing is the act of conveying thoughts using written words. Cultivating the ability of writing creatively is a crucial part of developing writing skills. Learners of writing need to engage actively in the writing process. In other words, without going through certain steps, writing cannot be produced of any type. Febriyanti et al. (2017) has stated that honing writing abilities is a

crucial part of language learning for students. The objective of writing is to express thoughts, concepts, and feelings via the written words (Kristiawan et al., 2020). By means of writing, people can efficiently express their ideas and emotions (Srimularahmah & Marwil, 2021) that is an indispensable skill for learners to transmit their experiences and observations creatively. After all, writing serves as a powerful means of communicating information and concepts to the targeted readers. This article elaborates only two categories of writing and shows the differences and similarities between them. Professional writing is bound to rules and regulations that almost all writers have to follow uniformly. The structures are rigid and rules are obligatory. The writers of professional writings do not feel free to inculcate their unique style in writing as per their personal choice and interest. Rather they need to compromise with their personal responses when drafting a professional document.

The features of professional writing include brevity, comprehension, clarity, objectivity, precision, specificity etc. The truthfulness qualifies professional writing. The language is as simple as possible. Logic is more focused in professional writing than in creative writing. Although every sort of writing requires creativity among writers, authors of creative writing need more skills and competence for creating a world based on personal experiences and imagination. Besides, writing boosts creativity by enabling writers to investigate fresh ideas and notions. It leads them to interesting and provocative ideas for drawing attention of readers. In the modern world, mastering creativity is essential. Passion and curiosity are required for writing something creative. Meanwhile, practice and skills are essential for producing professional writing. Emotions and imagination are the flesh for creative writing, whereas art of logical presentation is sought after for professional writing. Overall, writing enhances human communication by alleviating stress and relieving stress as there is a verbal expression of feelings and ideas. Writers can benefit from writing in two ways: professionally and personally. Although there are four types of writing: personal writing, academic writing, creative writing and professional writing. Nevertheless, this paper engages with only professional and creative writing. Professional writing entails creating texts that are factual and verifiable including emails, prescribed books based on contents, documents, medical reports, annual reports of business houses, audit report, grant proposal etc. On the other hand, creative writing encompasses narratives that are imaginative. Such writings do not necessarily take place in the reality. It entails novels, film scripts, news, reality show scripts, drama script, stories, fairy tales, narrative essays, epics, poems etc. Professional writing adheres to a formal and methodical approach, while creative writing is more adaptable and less strict. Creative writing entails fostering learners' capacity to convey their thoughts, feelings, emotions, aspirations, and creativity through the language they have

learned. As learners progress their language skills enable them to convey their message completely even if they are not flawless.

2. Method and Materials

This paper is based on the secondary sources of information. The research design used so far is qualitative. The materials from different electronic sources have been massively used to support the claims throughout the article. The presentation style has been a comparative outlook. Defining key terms in order to clarify the concepts has been incorporated in the paper. The analytical and descriptive approaches of writing have been implemented for organizing the data. The use of American Psychology Association as a references style has been used throughout the paper. The language used so far is simple and comprehensive.

3. Review of Literature

Daphne Ippolito et al. (2022) have highlighted the challenges that writers face when penning for creative writing, especially when composing stories that demand diverse characters with unique features including roles, and voices. To maintain the authorial voice throughout the narration is quite challenging for the composers. The authorial voice is expected to be consistent and recognizable in stories. Meanwhile, falsehood and manipulations—some of the usual pitfalls occur in the process. Retaining authorial voice throughout the composition of any genre of fiction can be challenging. This problem is common in all types of creative writing regardless of the story composition. Nevertheless, their concern to the complication experienced when creating stories is relevant.

Similarly, F. Surfaifel, E. Emilia and W. Gunawan (2023) have clarified the concept of creative writing. For them, it entails articulating distinctive concepts by establishing clear connections among them in written version using one's unique cognitive framework to understand information and experiences. The paper assesses the factors that affect student engagement and how students perceive their involvement in a class centered on creative writing. These critics have focused on the relationship between the readers and the creating writing as a subject as the learning and teaching. The perceptions of learners for creative writing need to be duly accounted for investigating the ratio of engagement and participation. Students' participation is the parameter of examining creative writing as underscored by these scholars. Essentially, creative writing is crucial for teachers as it can enhance their capacity to engage students in the learning process. Besides, the active participation of students in teaching and learning activity is paramount as to impact on their learning and career development (Surfaifel, Emilia & Gunawan, 2023). Active participation of students, and engaging class impact on the teaching and learning process of creative

writing. Provided that students are not involved in writing, the generation of ideas and their presentation in a comprehensive version is not possible. However, approaches to making the class engaging and active need to be mentioned by the scholars. Steve May (2007) in his book *Doing Creative Writing* has stated that creative writing refers to “fiction, poetry, narrative non-fiction and the feature side of journalism (not news)”. The magnitude of creative writing is equivalent to that of an undergraduate course at any university. The paramount importance of creative writing implies that students and teachers need to focus on this aspect of knowledge.

These groups of people generate new ideas and inculcate them into their respective versions. Their contribution is considered high and they are paid accordingly. However, professionals who use writing as a mere working tool are “teachers, [...], professors, lawyers, researchers, scientists, politicians, architects, museum curators, engineers, doctors, nurses, computer scientists and managers” (Schrivier, 2012). These professionals use the information for their purposes. They depend on the creation of the aforementioned professionals. There are diverse sections of professionals ranging from career writers to health professionals as mentioned in the writing of Schriver. His perspective and categorization of the writers seems plausible in the sense that all writers do not create although they seem as if they generate.

Iris Schrijver and Marielle Leijten (2019) have specified some differences between professional writing and creative writing. Professional writing and writing in the workplace seem synonymous and mostly people use them interchangeably. Nonetheless, academics view some differences between these phrases. There is a narrow gap between these two categories. Only some terminological misunderstanding lies between professional writing and writing in the workplace. The former attracts users more than the latter. In the formal way, professional writing is more used than the writing in the workplace. Hence, the feature of professional writing that is formal and often chosen by the users reflects the standard of writing. Professional writing is purposeful. Its objective is clear why something is written. The rhetorical objectives of professional writing can be diverse based on its types of content, formats, and readers. Besides, the objectives of writing such as informing, explaining, instructing, and persuading qualify professional writing. Conveying information, explaining the causes, instructing the process, and persuading a particular of readers for a particular action to take can be the objectives of professional writing (Schrijver and Leijten, 2019). Schriver highlights sharing and collaboration as other objectives of professional writing, placing professional communication within a wider social context and stressing that professional writers generate “cognitive structures and relational networks among people through shared content” (2012). The strength of content that reflects the connecting capacity

qualifies the professional writing. The patterns and unity among the sentences, and paragraphs must be strong and cohesive for effective transmission of message in professional writing.

Schrivier (2012) has underscored three interactive processes that professional writers participate in. The first is creating content. Hence, the writers develop concepts for both visual and verbal materials. The second is linking content to stakeholders. Writers craft artifacts, rhetorically to generate cognitive frameworks and relationship networks. The third is situating design work. Professional writers highlight and appreciate design endeavors within the framework of the organizational operations. These three roles of the professional writers demonstrate their jurisdiction and coverage of writing. Indeed, professional writing refers to a writing style that is clear, brief, and intends to communicate information and concepts swiftly in a work environment. The primary purpose of professional writing is to educate and convince readers in their respective sectors of business and industry. Information is effectively communicated in order to impact on the readers. Professional writers often adopt the style of writing that is formal, respectful and unbiased. The readers are generally colleagues, supervisors, employees and customers.

Professional writers use a formal style in order to convey crucial information frequently. Professionals anticipate obtaining the information they need immediately. For them, time is crucial, and professional messages are frequently scanned quickly or even glanced at, rather than thoroughly read. This form of writing is anticipated during job applications, while presenting at work, and when emailing colleagues, among other scenarios (Schrivier, 2012,). After all, the use and scope of professional writing has been specified in the research undertaken by Schrivier.

Hazel Smith (2020) has presented some features of creative writing in her writing. In her perspective, the indispensable characteristics of the creative writers includes determination, drive, the desire to explore techniques that work for them, the stamina to challenge themselves beyond their comfort levels, and a passion for reading. Having all these traits can foster the authorial spirit among those who seek to become creative writers. Those who lack the ability to create original work is due to lack of dedication to the process rather than the deficiency of skill. The first important thing is awareness of writing process. Writers must cultivate this sensibility to enhance their work. The problem faced by the creative writers is that creative writing as a genre of writing does not get much attention in higher education. Instead, literary texts receive the focus and learners do not get any opportunity to create texts on their own. Deprivation from generating texts discourages students from being creative writers stated by Smith (2020). However, this observation is partial as it does not

apply to every situation. Content writing, script writing, ideas generating for advertising and so on are highly demanded in the professional sectors. Such writings hold much commercial values.

4. Results and Discussion

Rhetoric in Professional Writing

Professional writing refers to writing forms produced in different work zones including medical world, legal procedures, corporate businesses, administration, banking sector, insurance industry, marketing and trading sector. The use of professional writing encompasses writings for selling, buying, producing, distributing, marketing, supplying, convincing customers, projecting personality etc. In order to make profits, business houses use professional writing; lawyers use professional writing to proceed the cases; medical doctors use writing for prescribing medicine and developing pathological reports; managers and CEOs use professional writing for enhancing their business; administrators use writing for effective communication and result-driven performances of the employees; traders and marketers use writing in order for increasing their sales and covering wider areas for supply; advertisers use writing to draw attention of prospects towards products, services and ideas. The use of writing for these reasons reflects the nature of writing. It qualifies writing as a professional writing. Indeed, professionals from all walks of life draft for two main reasons. The first reason is they write to inform a particular section of readers. Writers share relevant information with their readers. The second reason writers inscribe in order to persuade a specific group of readers. Writers endeavor to let their readers believe in what they already believe. In other words, writers impose their beliefs and ideas on readers in a logical manner. The presentation of persuasive writing is logical and comprehensive. For better and easier understanding about the ideas conveyed through professional writing, writers underscore the approach and style of expression.

Professional writers follow a particular format for each of writing. They retain the optimal features of writing. The most common formats approached by professional writers include forms, email messages and memos, letters, reports, and proposals. Forms incorporate time cards, billing invoices, inventory tracking forms etc. E-mail messages and memorandums are especially used for internal communication in the corporate organizations. Letters and e-mails are primarily used for external communication. When business houses need to communicate with other organizations and business houses, formal business letters are drafted. To strengthen the business relations with other companies, customers, and prospects, corporate organizations use the written letters to share information. In most of the cases, marketing or promotional documents are prepared to persuade the stakeholders

outside the companies. Similarly, managers and executive officers prepare daily, weekly, monthly, or annual reports and share precise information and required areas to be intervened in immediately. Hence, such reports come under the professional writing. Sometimes, corporate organizations need big investments from partners outside the companies or collaboration for certain products and services, the writers prepare project proposals to convince the prospective investors or business houses for collaboration. In this situation, proposals are drafted. The writing forms as presented so far come under professional writing.

Since professional writing is objective, clear, and concise, discipline-specific jargons are avoided. Instead, for effective communication between the writer and the readers, such writings are made formal, neutral and standard. Ambiguity and complexities in terms of meaning, writing is produced so that both high educated and less educated people can comprehend. The statement of purpose is included in professional writing. Professional business writing is often used to influence someone's thoughts or ideas. In order to do this, one must adjust their content, language, tone, examples, and organization to satisfy the needs of his readers.

Ideas play a significant role in both of the writing types. It is the substance for intellectual exercises. Indeed, intellectuals pen for achieving the goal by putting ideas into certain structures. There are some steps that writers go through in both professional and creative writing. These steps can be presented into the bullets:

- a. Study the topic
- b. Generate ideas about the topic
- c. Develop ideas into sentences
- d. Write hook and thesis statement for the writing
- e. Organize paragraphs
- f. Write topic sentence for each paragraph
- g. Elaborate each topic sentence into a paragraph
- h. Support the topic sentence with evidence and examples
- i. Conclude each paragraph with a synoptic sentence
- j. Put all the paragraphs into a required structure
- k. Revise your writing in terms of topic, thesis statement, diction, sentence structure, transitions, paragraph development, unity and organization
- l. Edit the writing and make it fine and error-free as much as possible

These steps are followed in the professional writing. However, creative writers are free enough to follow their own style. Every creative writer is expected to be unique in terms of

style and presentation of ideas. They have their personal choice of formatting and designing the structure of the creative work. Therefore, we cannot generalize and set a standard format for creative writing. There are some other essentials to be taken notice of when drafting a professional version of your writing:

- a. Logical order of paragraphs and sections
- b. Clear and concise sentences
- c. Consistency and cohesion
- d. Use of active voice
- e. Professional tone
- f. Use of standard written English
- g. Use of conventional punctuations

Creative Writing in Intellectuals' Outlook

Creative writing encompasses short stories, memoirs, novels, crime tales, scientific and historical narratives, comedic fiction, children's literature, teen literature, poetry, verse plays, screenwriting, stage writing, radio scripts, television scripts, film scripts, song lyrics, flash fiction and so on. However, creative writing has expanded its horizon crossing the boundary of the aforementioned genres. It expands the fields including English, drama, journalism, and media over the years. The field of creative writing is highly focused in the faculty of humanities and social sciences in the universities of both advanced and unadvanced countries. The students seek opportunities to study the course of creative writing very keenly. Engaging students in creative writing is encouraging and productive since the learners get to learn new techniques of exploring ideas and putting them in a form that attracts readers unconditionally. Besides, learners find activities in creative writing entertaining and pleasant.

The role of teachers in creative writing courses becomes crucial as they equip students for study. They orient learners by explaining exactly what is 'done' when doing creative writing. The teachers inspire students to get started and convince them about practical applications of rules of grammar. Creative writers need to consider certain things when endeavoring to become established writers. The following questions can help them to learn the process of authorial role and positions:

- a. What is the unique style in my writing journey?
- b. What are the rules of writing?
- c. What might be the special qualities gained out of personal experience?
- d. How can writing be made better even without great ideas?

Originality and imagination qualify creative writing. Truthfulness of ideas does not matter a lot. Creative writing needs organization, planning and exploration of ideas rather than controlled thinking (Brookes & Marshall, 2004). Writers create a fictional world out of imagination. They shape the materials artistically. These materials are from the authorial experience. Writers have a dreamy world and they seek to establish a world of fantasies by ensuring elements of fictional world. The common components of fiction include event, characters, setting, perspective and narratorial voice. Narration, novel and tale are most apt literary genres as highlighted by Brookes and Marshall (2004, p. 934). The common activities of creative writing incorporate:

- a. Content: The theme that is also the main idea constitutes content. The idea determines the types of characters, setting, time, and perspective.
- b. Organization: The way information is put into a particular required format. The common structure of a write-up is introduction, body and conclusion. The introductory part includes setting, and decoration parts. Characters witness the incidents which are sequentially arranged for comprehension and clarity.
- c. The body part refers to the developed aspect of the writing. It constitutes greater part. It is around 70 percent of the entire writing. The problem is discussed in detail and ideas are well supported with details for clarity and comprehension. How the ideas and incidents are interrelated is highlighted in this part. The state of characters and settings or habits and activities of characters is described in the narrative writing.
- d. The characters: Narrative writings are possible provided that there are characters. These characters require human emotions to express through actions. The events occur and characters cause such incidents to happen. Without the characters, human emotions cannot be shared through other means. There are diverse types of characters in fiction. Basic categorization of characters is two: protagonists and antagonists. The positive and heroic people are represented by protagonists, whereas negative and barbaric people are vice-versa. The conflict gets intensified due to the entry of antagonistic forces in fictional writing.
- e. Setting: Place and time come under setting. The scenes and environment matter and reveal the mood of the characters and their presence of mind. The impact of the scenes on the audience counts in the fictional write-up. There can be either imaginary setting or real one in narration. The interconnection between the characters and the setting determines their psychological, social and cultural aspects. There are two types of setting including micro and macro zones.

5. Conclusions

This paper has explored few differences and many similarities between professional writing and creative writing. Professional writing is more formal and systematic. It follows the guidelines as prescribed in an institution. It does not go beyond specified formats. It is objectively written and certain norms of writing are observed. Writings produced for specific purposes in diverse professions ranging from engineering to judiciary come under professional writing. The creative writing has been found a fertile and productive genre of writing.

The writers generate ideas and use their style of presentation in creativity for effectiveness and impression on the readers. For creativity, writers need solitude and keen observation. Out of imagination and real experiences, writers get to generate stories, novels, poems, dramas, films, script for reality shows, news etc. the rules for professional writing are rigid and determined, whereas the rules for creative writing have been found personal and unique. The uniqueness becomes the quality of writers who seek to share their personal observations and imaginations through literary forms of writing. Literariness within the creative work of art entertains the readers. Form is more important than content within the creative writing, whereas content holds a higher position in professional writing. Creative writers must have the ability to stimulate audience's imagination and skills for research. Poetry, stories, novels, dramas, film scripts, television scripts, advertising scripts, news etc. are created out of both knowledge on the people and society and imagination. The scope of creative writing is more than that of professional writing. However, the imperative use of professional writing is higher than that of creative writing.

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