

# What is Creative Writing?

The simplest description of Creative Writing is what it's not: it doesn't revolve around facts like technical writing.

## Technical Writing vs Creative Writing

You encounter technical writing in your daily life. You'll find it in newspapers, journal articles, and textbooks. Do you notice how the presentation of accurate information is necessary in each of these mediums?

Because the goal of technical writing is to **explain or relay information as it is**.

But in creative writing, such is not the case. The primary goal of Creative Writing is *not* to present complex information for the sake of educating the audience.

Instead, the goal is to *express yourself*. Should you want to share information via Creative Writing, the objective becomes *persuading* your readers to think about it as you do.

Hence, if you contrast Technical Writing and Creative Writing within this context,

- **Technical Writing:** share information without biases
- **Creative Writing:** self-expression of how one *feels* or *thinks* about said information.

If reducing personal opinion in Technical Writing is virtuous, in creative writing, it is *criminal*.

## Self-Expression in Creative Writing

One must express oneself in Creative Writing to entertain, captivate, or persuade readers. Since Creative Writing involves one's imagination and self-expression, it's common for Creative Writers to say that they "poured a part of themselves" into their work.

What are the different ways you can express yourself in Creative Writing?

## Types of Creative Writing: 2 Major Types

The two major umbrellas of Creative Writing are Creative Nonfiction and Creative Fiction.

## 1. Creative Nonfiction

“Nonfiction” means writing based on actual events, persons, and experiences. Some forms of creative nonfiction include:

- **Personal Essay** – here, the writer shares their personal thoughts, beliefs, or experiences.
- **Memoir** – captures the writer’s memories and experiences of a life-changing past event.
- **Narrative Nonfiction** – a factual event written in a story format.

## 2. Creative Fiction

The bulk of Creative Writing literature is found under the Creative Fiction category, such as:

- **Short Story** – shorter than a novel, containing only a few scenes and characters.
- **Novel** – a full-blown plot line with multiple scenes, characters, and subplots.
- **Poem** – uses specific rhythm and style to express ideas or feelings
- **Play** – contains dialogue and stage directions for theatre performances.
- **Screenplay** – script to be used for film production (e.g. movies, video games.)

In short, Creative Fiction involves *stories*. Do you want more specific examples of Creative Writing? Then, you may want to read this article called [“Creative Writing Examples.”](#)

## Why Is It Important to Learn Creative Writing?

It’s essential to learn Creative Writing because of the following reasons:

### 1. Creative Writing is a valuable skill in school and work

As a student, you know well why Creative Writing is important. You submit written work in various situations, such as writing essays for assignments and exams. Or when you have to [write a Personal Statement](#) to apply for University.

In these situations, your chances of getting higher grades depend on your ability to write creatively. (Even your chances of getting accepted into a [top ranked creative writing university](#) of your dreams!)

What about when you graduate? Do you use Creative Writing in your career? Convincing a recruiter to hire you via cover letters is an example of creative writing.

Once you're hired, you'll find that you need to write something up. It depends on your line of work and how often and complex your writing should be.

But mundane tasks such as writing an email response, coming up with a newsletter, or making a PowerPoint presentation involve creative writing.

So when you've practised your Creative Writing skills, you'll find these tasks manageable. Even enjoyable! If you want to study creative writing at university, we put together [what a-levels you need for creative writing](#).

## **2. Creative Writing enhances several essential skills.**

Do you know that writing is thinking? At least that's what the American Historian and two-time winner of the Pulitzer Prize, [David McCullough](#) said.

Many people find Creative Writing challenging because it requires a combination of the following skills:

- Observation
- Reflection
- Critical thinking and analysis
- Reasoning skills
- Communication
- Empathy
- Creativity

Many of these skills make you a valuable employee in many industries. In fact, [Forbes](#) reports that:

- Critical Thinking
- Creativity
- and Emotional Intelligence

are three of the Top 10 most in-demand skills for the next decade. That's why Creative Writing is a valuable endeavour and if you take it at university there are some great [creative writing degree career prospects](#).

### **3. Creative Writing Is Therapeutic**

Do you know that Creative Writing has a significant beneficial effect on your mental and emotional health?

A [2021 study](#) in the Counselling & Psychotherapy Research reports that Creative Writing brought significant health benefits to nine people who worked in creative industries. Writing helped them in their cognitive processing of emotional difficulty.

Result? Improved mood and mental well-being.

A plethora of studies over the decades found the same results. Expressing yourself via creative writing, especially by writing in your daily journal, is beneficial for your mental and emotional health.