from "Here is New York" by E. B. White

There are roughly three New Yorks. There is, first, the New York of the man or woman who was born there, who takes the city for granted and accepts its size, its turbulence as natural and inevitable. Second, there is the New York of the commuter--the city that is devoured by locusts each day and spat out each night. Third, there is New York of the person who was born somewhere else and came to New York in quest of something. Of these trembling cities the greatest is the last--the city of final destination, the city that is a goal. It is this third city that accounts for New York's high strung disposition, its poetical deportment, its dedication to the arts, and its incomparable achievements. Commuters give the city its tidal restlessness, natives give it solidity and continuity, but the settlers give it passion. And whether it is a farmer arriving from a small town in Mississippi to escape the indignity of being observed by her neighbors, or a boy arriving from the Corn Belt with a manuscript in his suitcase and a pain in his heart, it makes no difference: each embraces New York with the intense excitement of first love, each absorbs New York with the fresh yes of an adventurer, each generates heat and light to dwarf the Consolidated Edison Company.

From Rhetorical Models for Effective Writing by J. Karl Nicholas and James R. Nicholl

Prose writing may be divided into three types based on the effect the writing is supposed to have on its audience. The first, narrative-descriptive writing, strives to make readers see and feel as it presents a scene or series of actions witnessed or imagined by the writer. Travelogs, news accounts, short stories, and novels are examples of narrative-descriptive writing.

The second kind of writing is called exposition. In expository writing the writer presumes that readers do not know some piece of information and therefore seeks to explain it. Textbooks, essays and reports, instruction manuals, and legal documents furnish examples of expository writing. It is the most common type of writing in both school and work situations.

The third type of writing is argumentation, in which the writer presumes that readers already hold an opinion concerning the subject matter. It is not the purpose of argumentation to add new information (although this is sometimes necessary), but to discuss known information in a way that will persuade readers to change their minds about it, adopting the writer’s opinion on the matter. Advertisements, scholarly and scientific treatises, debates, congressional speeches, and editorials offer examples of this kind of writing.

It is important that you understand these divisions...because they will help you answer the most important questions that will confront you as a writer: What is my purpose in writing? If you want to make your audience see, you will write in a narrative-descriptive mode and use narrative-descriptive techniques. If you want to inform, to educate, to add to the reader’s fund of information, then you will write expositarily, using expository techniques. And if you want to change the minds of your readers, you will write persuasively, using the techniques of argumentation.