**Personal Essay**

- **Purpose**: To develop a thesis, make an argument, or reflect on experience.
- **Audience**: Written for instructor or general audience.
- **Style**: May be formal or informal. May be subjective. May include "I think, feel, or believe" statements.
- **Format**: Written as a single narrative. Usually does not include headings and subheadings.
- **Content**: Based on readings and research. May include personal insights and opinions.
- **Conclusion**: Offers a conclusion to an argument, thesis, question, or personal experience.

**Formal Report**

- **Purpose**: To inform, analyse, propose, or recommend action to solve a problem.
- **Audience**: Written with a specific audience in mind (client, manager, instructor, etc.).
- **Style**: Formal, fact-based, and objective. Does not include "I think, feel or believe" statements.
- **Format**: Formally structured with headings and subheadings. May include bullet points.
- **Content**: Based on readings, research, or fieldwork. Contains statistics and facts. May include tables or graphs.
- **Conclusion**: Offers a recommendation or proposal for action.