The Use of Language

Informative --- Generative

Conditional ­­­­­­­--- Indicative

Imperative/Commanding ---- Invitational

Prescriptive --- Descriptive/Expressive

Prosaic --- Poetic

Monological --- Dialogical/Conversational

Conceptual --- Imaginative

Static/Conventional --- Dynamic/Provocative

Exclusive --- Inclusive

Report --- Rapport