

PALL your question before you start:

Purpose: What is the purpose? To argue, advise, persuade, inform, entertain?

Audience: Who will read/listen to your writing? How will you engage them?

Language: Formal, informal? Devices?

Layout: How will you present your work? Addresses? Salutation? Subheadings?

Transactional Writing Knowledge Organiser

Paper 2 Section B
Two tasks (1hr)

Text Types:

Article

Leaflet

Letter

Review

Report

Speech

Consider your purpose:

Persuade? Argue? Advise? Inform?


Article

- Catchy and punchy heading
- Introduction to create interest – (include who, what, where, when, how and why?)
- Can use subheadings underlined
- 3-4 middle paragraphs with connectives
- Short but effective conclusion
- Could offer a handful of bullet points at the end (some helpful hints on topic).
- DARAPFOREST techniques


Letter

- Your address and date in the top right of the page
- Address of the person you are writing to on the left (formal letter only).
- Dear Mrs Fletcher = Yours sincerely **or** Dear Sir/Madam. = Yours faithfully
- Short introductory paragraph
- 3-4 middle paragraphs with connectives
- Concluding paragraph summarising ideas
- DARAPFOREST techniques

Review

- Title/star rating 
- Punchy, humorous opening sentence
- Introductory paragraph stating what is being reviewed and provide an overview of film/product.
- Middle paragraphs provide positives/negatives – add connectives
- Conclusion to summarise ideas and give a recommendation
- Make your opinion clear
- Try to use humour
- Lively and engaging
- DARAPFOREST techniques

Report

- Heading to refer to what the report is about and who it is directed to
- Factual introduction to provide information and shed light on a problem/event/incident 
- Who, what, where, when, how and why?
- Write in third person mainly
- Use subject specific jargon/language
- Can use subheadings underlined
- 3-4 middle paragraphs with connectives
- Offer recommendations in conclusion (could include first person here)
- DARAPFOREST techniques

Direct address

Anecdote

Rhetorical question

Alliteration & anecdotes

Personal pronouns

Facts

Opinions

Repetition

Emotive language and exaggeration

Statistics

Triadic structure



Connectives/Discourse

Markers:

Position

Firstly

Secondly

Thirdly

Next

Meanwhile

Subsequently

Finally

To summarise

In conclusion

Emphasis

Importantly

Notably

Significantly

In particular

Addition

Furthermore

Additionally

In addition

As well as

Contrast/Compare

Although

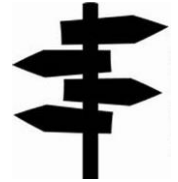
Whereas

Alternatively

Likewise

Similarly

Equally



Leaflet/newsletter

- Present information so it is easy to find using headings and sub-headings
- Lively and engaging
- Some bullet points could be used.
- RAPFOREST techniques

Speech

- Open with a welcome/greeting e.g. 'Good afternoon ladies and gentlemen' **or** 'Fellow classmates'
- Lots of first person (I, me, we, our)
- Lots of second person (you, your)
- Offer a personal anecdote (emotive)
- Outline what the speech will be about: 'I will talk to you about...'
- Make 3/4 key points and expand on them – use connectives
- Conclusion to summarise ideas
- End acknowledging the audience: 'Thank you for listening.'
- DARAPFOREST techniques

