Section B: Transactional writing	Task Types
Question **8 or 9** (40) Choose **one** task AO5- content and organisation (24) **AO6**- Spag (16) **Timing** : total- **45 minutes** Planning- spend 10 minutes planning! This is how you will improve AO5 marks! Writing (30 mins) Opening-10 mins Middle- 10 mins End- 10 mins 5 mins checking at the end! **Write 2 pages!**	**Transactional writing** = show you can write in a particular **form** and adapt your use of language to suit the **purpose** and **intended audience.** They are usually formal-n the examiner wants to see f you can write in **Standard English.** • *FORM: You could be asked to write a: letter, review, article, report, speech, information guide, autobiography, travel writing or an obituary.* • *AUDIENCE: This will often be an adult audience, sometimes a teenage audience.* • *PURPOSE: You could be asked to write to inform, advise, persuade, argue, entertain* **Purpose** Why are you writing? What impact to you want to have on your intended audience? **Audience** Who are you aiming your writing at? How will you choose language so that your writing appeals to your audience? **Form** What are you writing? What are the conventions of this kind of writing that you must use?

Openings: You must grab your reader's attention
You could try:
• A bold/ controversial statement
• A relevant quotation
• A shocking or surprising fact or statistic
• A rhetorical question
• A short, interesting anecdote.
After your opening sentence introduce what you are writing about.

Middle- This is where you need to develop you points and ideas fully.
• Try to sequence your ideas and main points for maximum impact.
• How can you build up to your final/ most important point?
• Your development should have 3 or 4 main sections (key ideas that you are going to develop further.
• Paragraphing for effect! One paragraph=one point. Use topic sentences to start your paragraphs and then develop your point further.
• How can you use paragraphing for maximum impact? Where would it be more effect to use a short paragraph?
• Use discourse markers to sign-post your ideas, (firstly, secondly, finally).

Linking and building your ideas:
• Moreover, furthermore, in addition
• As a result, therefore, consequently
• Afterwards, previously, later, meanwhile

• For example, for instance,
• In particular, especially, significantly
• Similarly, likewise, in the same way
• However, on the other hand, on the contrary

Conclusions:
You could try to end with:
• A vivid image
• A warning
• A happy/positive note
• A thought provoking question
• Refer back to your introduction (but don't just repeat it- add something new)
• A call to action
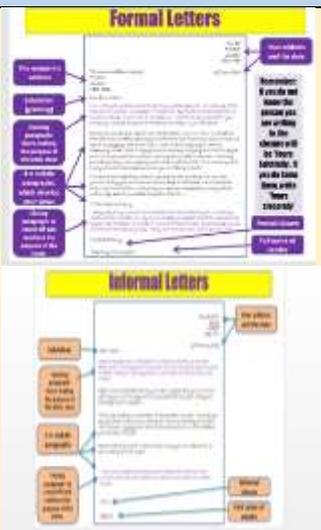
Formal Letter
• Say what you really think about the topic you have been asked to write about. Seeing both points of view is fine, but the best letters usually have a **clear and consistent view.**
• Formal: **Both addresses** needed.
• Informal and formal letters: include the **date**.

Informal Letter
• The language of an informal letter should be **colloquial** with a **friendly** approach. The tone may be **chatty**.
• Remember! There is a difference between writing informally and writing sloppily-luv and wud (text speak) would be inappropriate as would 'gonna' and 'innit', unless it is intended to achieve a specific effect.
• Informal: Only **your address** needed.

Rhetorical Devices to manipulate the reader:
Direct address
Alliteration
Facts
Opinions
Rhetorical questions
Emotive language
Statistics
Triadic structure (lists of three)
• Contrast
• Lists
• Colloquialisms
• Repetition
• Hyperbole
• Expert opinion
• Tone (mood) this could be formal or informal but you must show you can use **Standard English**
• Counter argument

Speeches

Speeches
- Start by addressing your audience: state **who you are** and **why** you are writing in the introduction.
- Include information that will **interest the audience** and do not bombard them with facts and statistics.
- Try to be **ambitious** in your writing and remember that mistakes cost you marks!

Articles

Article
Whatever the aim, **most** articles need to be written in a **lively** style and contain **interesting facts** and probably **opinions.**
You may hold any opinion you like, but what you have to say should be **convincingly and clearly argued.**
You must include:
- An engaging **headline**
- You can use subheadings
- A short opening sentence
- A range of points including expert opinions/ quotations.
- (DAFOREST techniques for impact)

Reports

- <u>Not</u> aiming to persuade, but to **inform and advise.**
- **Formal and factual**
- Current situation- what is happening now?
- **Conclusion**s- summarise the advantages and disadvantages, explain your findings and make clear **recommendations.**
- Should not be overly personal (although you may be expected to comment on the effectiveness of something that affects you).
- Is a piece of research i.e. should include statistics.

Reviews

Review
- An engaging title that indicates the writer's opinion/ subheading giving further details of the reviewer's opinion.
- Engaging opening-often uses figurative language.
- The purpose of a review is to give a **reasoned opinion** of a film, book, album or play etc.
- Include a balance of **detail and opinion** (consider why you like / why others might like it).
- Don't retell the plot.

Leaflets

Usually produced either to: give information, persuade people to visit a certain place or buy a certain product.
Include:
- Heading and subheadings.
- Bullet pointed lists (but only do this for one section!)
- Paragraphs that give further explanation
- *You do not need to include pictures or write in columns!*

Punctuation
Aim for **5 different types** of punctuation. As well as full stops and commas, you could include:
- **(;) Semi colons**- to be used to link two connected ideas- (two independent clauses)
- **(:) Colons**- to introduce an example, a list or an explanation
- **(…) Ellipses**- to create a dramatic pause- this can work well when using dialogue (consider if it appropriate for the form of writing.
- **Brackets** and dashes can be used to add additional information.
- **Exclamation mark**- to emphasise a strong point (only use one per piece of writing)

Try to use a variety of sentences to create impact:
Short sentences for impact.
Longer sentences to add further explanation and detail.
- Subordinate clauses
- Coordinate clauses
- Relative clauses

Sentence Openings
Try to vary your openings:
- A pronoun
- An article
- A preposition
- An 'ing' word
- An adjective
- An adverb
- A conjunction (subordinate clause +main clause)

Vocabulary
Instead of this suggests- try:
This gives the impression
In other words
It seems clear that…
Instead of the word idea: try:
Notion, concept or viewpoint.

Spellings:
- There, their and they're
- Affect and effect
- Two, too and to
- Its and It's

- Our and are
- Would have- would've
- Should have- should've
- Could have- could've

- Past and passed
- Your and you're
- Of and off
- Who's and whose
- We're, wear, were and where