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| **Transactional Writing** |
| **Planning**1. What is the purpose of your writing?
2. Who is the audience?
3. What is the form
 | **Form: signal this to the examiner straight away:****Article:** headline, sub-heading, , quotations, 3rd person, persuasive devices, anecdotes, **Letter:** date, Dear…, yours sincerely, yours faithfully, first person, rhetorical devices, formal language**Speech:** first person, time reference, bullet points, use of anaphora, sub-headings, persuasive devices**Leaflet:** heading, sub-headings, quotations, bullet points, 3rd person, facts, formal language**Review:** Tagline, first person, subheadings, opinions, description**Blog:** first person, opinions, facts, description, informal language | **Paragraphing**Variety – short and long paragraphs One sentence paragraph |  **Text Types*** Articles
* Letter
* Reviews
* Blogs
* Speeches
* Leaflet
* Guide
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| **Planning: SADOC plan**

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| **S** | **Spider leg** | What is your main idea (You need three) |
| **A** | **Add detail** | How will you develop this idea in three different ways? |
| **D** | **Device** | What rhetorical devices will you use? |
| **O** | **Order** | What order will your paragraphs go in? (Strongest – first and last) |
| **C** | **Connective** | What discourse marker will you use? (avoid using firstly, secondly, thirdly) |

 | **Sentence starts*** -ing starts (running, shouting, creeping)
* Prepositional starts (next to, beside, above)
* Adverbial starts (clearly, successfully, obviously)
* Connective starts (Furthermore, Also, On the other hand, similarly, In addition, On the whole, Broadly speaking )
 | **Sentence lengths / types**Short sentenceOne word sentenceMulti-clause sentenceImperative sentenceInterrogative sentenceExclamatory sentenceSentence containing a list |
| **Engaging openings:**-Anecdote vs Flip Anecdote:(Imagine a world vs Now imagine a world.)-Reference to a recent news event (doesn’t have to be real but should be realistic!). -A rhetorical question or a statistic. -An emotive statement of intent / call for action. | **Rhetorical devices**Anecdote/ flip anecdoteFacts / opinionsStatisticsRhetorical questionstripletsRepetitionContrastsEmotive wordsQuote a reliable sourceExaggeration (hyperbole)Criticize the opposition (professionally)Appeal to pathos, logos and ethosAlliteration | **Punctuation**Full stops and capital letters throughoutQuestion markExclamation markSpeech markCommas in a listCommas to mark clausesDashesParenthesisColon to introduce a listColon to introduce a quote from a reliable sourceSemi-colonEllipsisInverted commas for irony |