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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 |
| **Planning: SADOC plan**   |  |  |  | | --- | --- | --- | | **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 sentence  One word sentence  Multi-clause sentence  Imperative sentence  Interrogative sentence  Exclamatory sentence  Sentence 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 anecdote  Facts / opinions  Statistics  Rhetorical questions  triplets  Repetition  Contrasts  Emotive words  Quote a reliable source  Exaggeration (hyperbole)  Criticize the opposition (professionally)  Appeal to pathos, logos and ethos  Alliteration | **Punctuation**  Full stops and capital letters throughout  Question mark  Exclamation mark  Speech mark  Commas in a list  Commas to mark clauses  Dashes  Parenthesis  Colon to introduce a list  Colon to introduce a quote from a reliable source  Semi-colon  Ellipsis  Inverted commas for irony |