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• 2 questions  
• 30 min each  
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## Unit 2- **Transactional** Writing

### 1. Think about FLAP:

Always think about FLAP at the beginning:  
F- Formality  
L- Layout  
A- Audience  
T- Purpose

### 2. Write a 4/5 bullet point plan

Always **PLAN**

### 3. Each bullet point becomes a paragraph. Use language techniques:

Language techniques include:

- ❖ short sentences
- ❖ list of three
- ❖ rhetorical questions
- ❖ command sentences
- ❖ personal pronouns
- ❖ facts and figures
- ❖ repetition
- ❖ humour
- ❖ exaggeration

### 4. Always spend 5 minutes reading over to check punctuation, spellings and expression

TOP TIPS/ common errors:

- Start each paragraph with a different connective
- Letter to a newspaper- audience is the **EDITOR** of the newspaper (Dear Editor, Yours sincerely, or Dear Sir/Madam, Yours faithfully,)
- Letters to friends/ family are informal, so you only need your address (not theirs), and can sign off 'Lots of love, ' or 'I hope to see you soon,' BUT you cannot use slang/ text speak
- When asked to give **your opinion**, choose **either** positive or negative- don't give both sides
- If you sometimes forget to vary your sentences, start and end with a **short sentence**
- You can make things up, but keep it **believable and realistic**

# Text Types:

## Speech:

- Start by addressing the audience e.g. My fellow Year Elevens/ Good evening ladies and gentlemen
- Use 1<sup>st</sup> and 2<sup>nd</sup> person ( I / you)
- Write in paragraphs
- Use PERSUASIVE TECHNIQUES
- Usually less formal (depends on audience)
- End by thanking the audience
- Purpose = persuade/ inform

## Letter:

- Start Dear .... ,
- I am writing to...
- Your address and date top right
- Their address on left (formal)
- Write in paragraphs
- Use first person ( I )
- End: Yours sincerely, (if you know the name) OR Yours faithfully, (if Dear Sir/ Madam)
- Purpose = persuade/ inform

## Report:

- Title and sub-headings
- Start with introduction
- Formal tone and vocabulary
- Use third person (no I/ we)
- Use passive voice
- Use connectives e.g. in addition, therefore etc.
- End with summary
- Purpose = inform/ advise

## Article:

- Title
- Paragraphs
- Use persuasive techniques (especially rhetorical q, list of 3)
- Quotations
- Lively voice
- Can be informal/ formal- depends on audience
- Purpose = inform/ entertain/ persuade

## Review:

- Use a title
- Write in paragraphs
- Start with a short summary
- Include facts
- Opinion adjectives (positives and negatives)
- Make comparisons
- End with a recommendation
- Purpose = review/ entertain/ persuade

## Leaflet/ Guide:

- Title and sub-headings
  - Paragraphs
  - Possibly a few bullet points
  - Second person- 'you'
  - Purpose = inform/ advise / persuade
- NO PICTURES, COLUMNS ETC-  
YOU WILL BE ASSESSED ON  
YOUR WRITING ALONE