

Transactional Writing Knowledge Organiser

Before you start writing think about the GAPS!

Genre – what are you being asked to write?

Audience – who are you writing for?

Purpose – what are you trying to achieve?

Genre

Article

Leaflet

Letter

Review

Speech

Purpose

Persuade

Argue

Advise

Inform

Speech

- Think about the GAPS
- Open with a welcome/greeting – e.g. 'Good afternoon ladies and gentlemen' or 'Fellow classmates'
- Outline what the speech will be about: 'I will talk to you about...'
- Make 3/4 key points and expand on them.
- Conclusion to summarise ideas
- End acknowledging the audience: 'Thank you for listening.'
- DAFORESTER techniques

Article

- Headline and Strapline
- Introduction to create interest – (include who, what, where, when, how and why?)
- 3-4 middle paragraphs
- Short but effective conclusion
- Lively style
- DAFORESTER techniques

Leaflet

- Present information so it is easy to find using headings and sub-headings
- Lively and engaging
- DAFORESTER techniques

Letter

- Address and date in the top right of the page
- Address of the person you are writing to on the left.
- Dear Mrs Fletcher = yours sincerely or Dear Sir/Madam. = yours faithfully
- Short introductory paragraph
- 3-4 middle paragraphs
- Concluding paragraph summarising ideas.
- DAFORESTER techniques

Review

- Introductory paragraph stating what is being reviewed and provide an overview of film/product.
- Middle paragraphs provide positives and negatives.
- Conclusion to summarise ideas and give a recommendation
- Make your opinion clear
- Lively and engaging
- DAFORESTER techniques

How to vary your sentence starters

Adjective (rule of three)

Adverb

Connective/Discourse Marker

Preposition

Simile

Writer's Methods

Direct Address

Alliteration & anecdotes

Facts

Opinions

Repetition

Emotive language

Statistics

Threes (rule of three)

Exaggeration

Rhetorical questions

Connectives/Discourse Markers Position

At the start

Firstly

Secondly

Thirdly

Next

Meanwhile

Subsequently

Finally

In conclusion

Emphasis

Importantly

Significantly

In particular

Addition

Furthermore

Additionally

In addition

As well as

Contrast

Although

Whereas

Otherwise

Alternatively

Nevertheless