

KS4 Transactional Guidelines and Templates

Transactional/persuasive techniques (for example):

- Rhetorical questions
- Open Questions
- Statistics
- Triples (for emphasis)
- Alliteration (for emphasis)
- Emotive and opinionated language
- Quotations from experts
- Hyperbole (exaggeration)
- Anecdotes (short personal stories to support)
- Examples (examples from the wider world as evidence)
- Comparatives (-er words)
- Superlatives (-est words)

Structural techniques:

- Short sentences for impact (do not overuse)
- Use advanced punctuation () – "...; - use this consistently
- Short paragraphs for impact
- Discourse markers to link and extend (moreover, furthermore, in addition, also, on the other hand...)
- Sequencing to organise (firstly, secondly, next, finally)

Form/layout of different types of transactional writing

There are many ways of organising these however:

- **Article**

Minimum: a headline (do not need columns)

Can use: a subheading providing additional information
cross-heads (one or two centred sub-headings)

- **Speech**

Minimum: address the audience at the start and thank the audience at the end

Can use: I-you-we structure (this means you start with your personal experience, address the audience and bring people together collectively at the end).

- **Letter**

Minimum: formal letter layout

'Yours sincerely' if you know the name of the person sending your letter to

'Yours faithfully' if you do not

Can use: key phrase to open: 'I am taking this opportunity', 'I am writing to express'...

- **Leaflet**

Minimum: heading and subheadings

*Ensure sections are not too short.

Things to think about

- Writing for your audience
- Ensure your ending is as strong as your start
- **Review (see below)**

Letter layout

Date

Dear Sir/Madam or Dear Mr....

I am writing to...

I would like to express my concerns...

I am taking this opportunity to...

Letter in paragraphs

Yours faithfully (if you do not know the name)

Yours sincerely (if you do use a name)

Review

Heading – non-fiction/persuasive techniques above – lots of opinionated language (only on your side)

Para 1: summary of what it is about (information)

Para 2: For the opinion it is good (e.g. acting)

Para 3: For the opinion it is good (e.g. special effects/ style)

Para 4: Other opinions - alternate view – how it could be improved

Para 5: Conclusion – summary – emphatically stating your opinion (that it is good)

Article

Headline

strapline

Extended Anecdote (several paragraphs)

Quotations from experts

Statistics

Extended Example 1

Extended Example 2

Remember for a SPEECH...

Address your audience at the start e.g.

Good morning friends/ Good afternoon esteemed colleagues/Friends...

I am here today...I am delighted to discuss...

Address their concerns throughout – if your audience is fifteen, make references to things fifteen-year-olds would know

You could experiment with the structure I – you – we (as you progress through the speech). Your own experiences, addressing the listener 'you', to 'we', a collective call for movement.

You should offer a strong conclusion summing up your main points and thank the listener. *Thank you for listening.*

Leaflets/Reports

What you need:

- A clear title
- Sub-headings
- Bullet points

You will use persuasive techniques throughout

Lots of information (stats, facts, names, specific places, quotations)

HEADING

Overall summary

Subheading 1

Statistics

Quotation

Example

Conclusion – summing up key points