

Transactional Writing Knowledge Organiser

<p>Before you start writing think about the PAF!</p> <p>Purpose – what are you trying to achieve?</p> <p>Audience – who are you writing for?</p> <p>Format- what is the layout for the piece?</p>	<p>Genre</p> <p>Article</p> <p>Leaflet</p> <p>Letter</p> <p>Review</p> <p>Speech</p> <hr/> <p>Purpose</p> <p>Persuade</p> <p>Argue</p> <p>Advise</p> <p>Inform</p>	<p>Article</p> <ul style="list-style-type: none"> Headline and Strapline Introduction to create interest – (include who, what, where, when, how and why?) 4 middle paragraphs Short but effective conclusion AFOREST techniques <hr/> <p style="text-align: center;">Leaflet</p> <ul style="list-style-type: none"> Present information so it is easy to find using headings and sub-headings Upbeat and engaging AFOREST techniques <hr/> <p style="text-align: center;">Letter</p> <ul style="list-style-type: none"> Address and date in the top right of the page Address of the person you are writing to on the left. Date Dear Mrs Smith = yours sincerely or Dear Sir/Madam. = yours faithfully Short introductory paragraph 4 middle paragraphs Concluding paragraph summarising ideas. <hr/> <p>Review</p> <ul style="list-style-type: none"> Introductory paragraph which provides an overview of film/product. Middle paragraphs provide positives and negatives. Conclusion to summarise ideas and give a recommendation Make your opinion clear Upbeat and engaging AFOREST techniques 	<p>How to vary your sentence starters</p> <p>Adjective (rule of three)</p> <p>Adverb</p> <p>Connective/Discourse Marker</p> <p>Preposition</p> <p>Simile</p> <hr/> <p style="text-align: center;">Writer's Methods</p> <p>Alliteration & anecdotes</p> <p>Facts</p> <p>Opinions</p> <p>Repetition, rhetorical questions, reader (direct address)</p> <p>Emotive language and exaggeration</p> <p>Statistics</p> <p>Threes (rule of three)</p>	<p>Connectives/Discourse Markers Position</p> <p>At the start</p> <p>Firstly</p> <p>Secondly</p> <p>Thirdly</p> <p>Next</p> <p>Meanwhile</p> <p>Subsequently</p> <p>Finally</p> <p>In conclusion</p> <hr/> <p style="text-align: center;">Emphasis</p> <p>Importantly</p> <p>Significantly</p> <p>In particular</p> <hr/> <p style="text-align: center;">Addition</p> <p>Furthermore</p> <p>Additionally</p> <p>In addition</p> <p>As well as</p> <hr/> <p style="text-align: center;">Contrast</p> <p>Although</p> <p>Whereas</p> <p>Otherwise</p> <p>Alternatively</p> <p>Nevertheless</p>
<p style="text-align: center;">Speech</p> <ul style="list-style-type: none"> Think about the PAF Open with a welcome/greeting – e.g. 'Good afternoon ladies and gentlemen' Outline what the speech will be about: 'I will talk to you about...' Make 4 key points and expand on them. Conclusion to summarise ideas End acknowledging the audience: 'Thank you for listening.' AFOREST techniques <p>Name:</p> <p>Class:</p>				