**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

**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
* AFOREST techniques

**How to vary your sentence starters**

Adjective (rule of three)

Adverb

Connective/Discourse Marker

Preposition

Simile

**Genre**

Article

Leaflet

Letter

Review

Speech

**Before you start writing think about the GAPS!**

**G**enre – what are you being asked to write?

**A**udience – who are you writing for?

**P**urpose – what are you trying to achieve?

**S**tyle – formal or informal?

**Transactional Writing Knowledge Organiser**

**Leaflet**

* Present information so it is easy to

find using headings and sub-headings

* Lively and engaging
* AFOREST techniques

**Writer’s Methods**

**A**lliteration & anecdotes

**F**acts

**O**pinions

**R**epetition, rhetorical questions, reader (direct address)

**E**motive language and exaggeration

**S**tatistics

**T**hrees (rule of three)

**Purpose**

Persuade

Argue

Advise

Inform

**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.

**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.’
* AFOREST 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
* AFOREST techniques

**Name:**

**Class:**



