Castle View English Department

English toolkit

Transactional Writing



		WHAT DO YOU DO IN EACH SECTION?
SALUTATION/ GREETING		• **Sets the tone**: It shows whether the writing is formal or casual. For example, "Dear Sir" is formal, while "Hi" is more casual. • **Clarifies the audience**: It tells the reader who the message is for, like a friend or a larger group. • **Shows respect**: A greeting is a polite way to start the message and shows you care about the reader.
INTRO		• **Introduces the topic**: It tells the reader what the writing is about. • **Grabs attention**: A good introduction makes the reader want to keep reading. • **Sets the tone**: It shows whether the writing will be serious, fun, or somewhere in between. • **Gives a preview**: It gives the reader a hint of what to expect in the rest of the piece.
MAIN BODY 1 and 2	INTRODUCE IT	**Introduce it**: Start with a clear **topic sentence**. This tells the reader what the paragraph will discuss and sets the focus for the rest of the writing.
	EXPLAIN IT	**Explain it**: **Break it down**. Make sure to give clear details or examples that help the reader fully understand the point you're making. Think of it like explaining something to a friend who might not know much about it
	JUSTIFY IT	**Justify it**: **Support it with reasons or evidence**. Ask yourself, "Why is this important?" or "How can I prove this is true?" Use facts, examples, or logic to make your point stronger.
	DRIVE IT HOME	**Drive it home**: **Reinforce the idea**. Remind the reader why the point matters and how it fits with the bigger picture. End the paragraph by clearly connecting it back to your main argument or thesis, so the reader knows why it's important.
COUNTER ARGUMENT	Some people may argue...	**Present the counterargument**: **Acknowledge the opposing view**. Start by explaining what someone else might say or believe about the topic. This shows you're aware of different opinions and that you've considered other viewpoints.
	However, they are wrong because...	**Challenge it**: **Disagree and explain why**. After presenting the counterargument, challenge it by explaining why it's not as strong or valid. Use evidence or reasoning to show why your position is more convincing.
CONCLUSION	Recap your main ideas: include both of your main body points.	• **Summarise the main points**: **Briefly restate your key arguments** or ideas. Don't just repeat what you've already said—highlight the most important parts that support your overall message. • **Link back to your main argument**: **Tie everything together** by reminding the reader why your point matters. Show how the points you've made lead to your final conclusion. • **End with a final thought**: **Leave the reader with something to think about.** This could be a call to action, a question, or a suggestion for future consideration—something that gives your writing a strong ending.

Glossary

Key technique	Definition	Example
Direct Address	Speaking directly to the reader to involve them using pronouns.	We need to help our society. You can make a difference.
Anecdote	A short story that supports your viewpoint.	I remember the time I first went to the circus; I was 9. I am still horrified now!
Facts	Something that is proven to be true.	Some people keep animals as pets.
Opinions	A person's individual view.	I really think… I strongly believe… I truly feel… or. In my honest opinion
Repetition	Using a word of phrase more than once for emphasis and effect.	I live, I laugh, I love. Time after time. When the going gets tough the tough gets going.
Rhetorical question	A question that does not require an answer, it is to make the reader think.	Who is up for the challenge to change our society and make an impact?
Emotive language	Word choices used to create an emotional response in the reader	Abandoned pets found in filthy, flea-infested home. Poor, defenseless animals.
Expert opinion	A statement from a professional that can be used to support ideas / viewpoints.	Professor Jones, of Newcastle University stated that …
Statistics	Data that supports your ideas / viewpoint, usually fractions or percentages.	38% of animals in who live in zoos are endangered. 1 out 3 people say…
Triple	Groups of three words used together.	The fragile, venerable, innocent creatures need our protection.

Key word	Definition	Example
Pronoun	Substitute for a noun .	I, me, he, she
Noun	An object, a person, a place.	Bob. London. Table.
Adjective	A describing word.	Sinister. Beautiful.
Verb	A doing word.	Crawl. Shriek. Yell.
Adverb	Modify meaning of verbs.	Anxiously. Slowly.

Minor

A **minor sentence** is an incomplete **sentence** that still makes sense without all the necessary information. Can be made up of 1 or 2 words.

Simple

A **sentence** that consists of just one independent clause. A **simple sentence** has no dependent clauses. It can be used to create tension.

Compound

A **sentence** joins two or more **sentences** that have related ideas of equal importance. The two **sentences** go together. Each **sentence** or independent clause must still have a subject and a verb

Complex

A **complex sentence** is a **sentence** that contains an independent clause and one or more dependent clauses. They add detail and further information, a good opportunity to sue ; and :

Glossary

ALLITERATION	HYPERBOLE	TRICOLON	STATISTIC	ANECDOTE
Recurrence of initial consonant sounds. Suddenly, tragedy travelled through our trivial life.	Deliberately exaggerates conditio ns for emphasis or effect. The bag weighed a ton. I can give you a thousand reasons!	Three parallel words or phrases. I came, I saw, I conquered	Using numerical evidence for support. 62% of adults in the UK are overweight.	A short story about a real person or incident. I remember when…
IMPERATIVE	**PRONOUNS Collective/Direct Address**	**MODAL VERBS**	**RHETOTICAL QUESTIONS**	**EMOTIVE LANGUAGE**
Giving an authoritative command. Do not do that.	Speaking directly to the audience using personal pronouns. You must realise that animal testing is cruel. Linking yourself with the audience using collective pronouns. We must act now.	Use modal verbs to express obligation. Have/had/have to Must/mustn't Should/shouldn't •Children have to go to school.	Asking a question as a way of asserting something. Don't we all work too much? Have you never lied in your life?	Using language to move your audience. Those savage hooligans attacked her.

SYNTAX	PROLEPSIS	METANOIA	HYPOPHORA	OXYMORON
Reordering the words in your sentence to place emphasis. If you shop online, you will save money. Save money, shop online.	Imagining an audience's response or objection. Some of you might be thinking…, however…	Correcting yourself for emphasis. I think – no, I know – that animal testing is wrong.	Asking a question before answering it yourself. Who enjoys doing homework? No one!	Combines contradictory terms. Dark light. Small giant.

CLIMAX	EXTENDED METAPHOR	ISOCOLON	ANTITHESIS	PUN
A good-better-best structure. The good thing about Barcelona is the food. What's even better is the Mediterranean flair. The best, by far, is the climate.	A drawn-out metaphor that can last several sentences/ paragraphs. Homework is a prison. Your room is a cage. You're buried under your school books. You're chained to your desk.	Creating sentences with parallel structures. Many will enter, few will win.	Contrasting relationship between two ideas. That's one small step for man; one giant leap for mankind.	Use of humour – a play on words. New study of obesity looks for larger test group.
ANADIPLOSIS	**ANTIMETABOLE**	**EPISTROPHE**	**EPIZEUXIS**	**EPONYM**
Repetition of word or phrase at or very near the beginning of the next clause or sentence. I grew up in a village, a village full of cows. These cows were our friends back then.	Reversing the order of repeated words or phrases (a loosely chiastic structure, AB-BA). When you doubt your power, you give power to your doubt. — Honore de Balzac	Repetition at the end of successive phrases, clauses or sentences. When I was a child, I spoke as a child, I understood as a child, I thought as a child. — The Apostle Paul	Repetition of words in immediate succession, for vehemence or emphasis. O horror, horror, horror. — Macbeth	Substitutes for a particular attribute the name of a famous person recognized for that attribute. Is she smart? That girl is an Einstein.
ANAPHORA	**PLEONASM**	**AMPLIFICATION**	**PARALIPSIS**	**PARALLELISM**
Repetition of the same word or words at the beginning of successive phrases, clauses, or sentences. Love is the question. Love is the answer. Love is everything.	Use of more words than required to express an idea; being redundant. The point he made was blank, empty and hollow.	Repeating a word or expression while adding more detail to it. Adventure. My life is an adventure. My life is an adventure similar to the one of Tom Sawyer.	Asserts or emphasizes something by pointedly seeming to ignore, or deny it. Not to mention the fact that you snore like a buzz saw… I'm not saying I'm the only one around here who does laundry.	Gives two or more parts of the sentences a similar form. What you see is what you get.

Form and Purpose

Letter writing

- Letters do have specific layout features and you must get this right.
- Write in 1st person.
- Your address top right; the date below that; the recipient's address below and on the left; Dear… below that;
- How you end your letter is determined by who you are writing to - either *Yours Faithfully* (if you know the name of the recipient) or *Yours Sincerely* (if you do not know the name of the recipient)

Speech / Talk writing

- Make sure to be aware of who (audience) the speech is for – this can alter the language you use.
- Write in 1st person
- Welcome your audience
- Follow the Planning structure still

Report writing

- Use of headings organise and create structure.
- Subheadings divide content into useful sections for the reader and organise your thoughts in planning.
- 1st person perspective and formal, presenting both positives and negatives.

Article writing

- Can be written in 1st or 3rd person.
- Articles tend to have a heading, this can be done last after you have written the article.
- Articles tend to be more formal style of writing(magazine / newspaper) unless a blog which could be more informal.
- Make sure to understand who your audience is and what their concerns or needs are.
- Make sure to use the planning structure

Review Writing

- To be written in person as it is a personal viewpoint.
- Include a title – could be a play on words that adds humor.
- Either be 5 stars or 1 star – enables vocab to be focused and precise.
- Ensure language is related to topic.

Guide writing

- Use suitable language to appeal to your reader and purpose. You are typically persuading or being informative here, so tone is key.
- Headings make your writing clear and purposeful.
- Sub-headings can be used where needed and to add to your originality.

Punctuation

? !

Don't forget the obvious ways of varying punctuation…e**xclamation marks and question marks** should be used but do make sure to start a new sentence after employing these!

: ;

Use a **colon** to introduce a list or a following example:

- *There are three key steps we need to take: meet with the public; listen to their concerns and then agree a plan of action.*
- *Only one word can sum up my feelings: devastated.*

Use a **semicolon** to join two independent clauses into a single sentence:

There are many people who rely on mobile phones these days; many people think they can not survive without their mobile!

, — ,

Use **commas** to introduce an **embedded clause** that provides more information**:** The sky, void of clouds, looked as blue as the ocean

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Use **dashes** to show a **sudden change** in thought or tone in your writing, to **separate ideas** and to **show a pause** which creates tension and pace in your writing.

( )

Use **brackets** to **insert** explanations, corrections, clarifications, or comments into quoted material**.** *The teacher (and all the students) **was** late to the field trip*

Form and Purpose - Letter writing

Your address

This can be made up and does not need to be a real address.

Their address

This can be made up and does not need to a real address.

Date

Appropriate greeting
Dear …. or To whom it may concern

The main body of writing

Follow the plan for Transactional writing:

- **Introduction** – introduce your ideas
- **Idea 1 and 2**– your ideas and perspective on the topic
- **The Counterargument** -the opposing viewpoint
- The Rebuttal – how will you solve the problems from the opposing viewpoints.
- **Conclusion** – the summary of your ideas.

Each of these sections would be a separate paragraph.

Remember to use the techniques you have been developing in your writing and planning and you are writing in 1st person.

Appropriate signing off
- Either *Yours Faithfully* (if you know the name of the recipient)
- Or *Yours Sincerely* (if you do not know the name of the recipient)

Remember this is a formal piece of writing and you need to make sure you are writing for the correct audience.

Ensure you track your idea and viewpoint throughout.

Form and Purpose - Article writing

Headline

The headline should be catchy and engaging.
Try to use a Pun or Alliteration or a Rhetorical Question.

The main body of writing

Follow the plan for Transactional writing:

- **Introduction** – introduce your ideas and engage your reader.
- **Idea 1 and 2** – your ideas and perspective on the topic, make sure to support with statistics and expert opinions, emotive language can be impactful here.
- **The Counterargument** -the opposing viewpoint - what are the ideas that are against you? How can you present them in w ay that benefits you?
- The Rebuttal – how will you solve the problems from the opposing viewpoint, make sure that you track your viewpoint.
- **Conclusion** – the summary of your ideas, link back to your original idea and ensure it is linked.

Each of these sections would be a separate paragraph.

Remember to use the techniques you have been developing in your writing and planning.

Key conventions:

- Effective, engaging headline.
- Possible use of suitable subheadings to assist in organising ideas.
- Intriguing questions.
- Effective vocabulary.
- A clear perspective that is maintained throughout.

Remember this is a formal piece of writing and you need to make sure you are writing for the correct audience and purpose.

Are you writing a newspaper article or a magazine article?

Ways to start present your argument

Compare and contrast

Similarly,	In the same way	Then again,	However,
Likewise,	In comparison	Whereas	In contrast,
While in this case,	Equally,	On the contrary,	On the other hand,
As with	Furthermore	Despite this,	Notwithstanding

To give examples

For example,	as can be seen in	supports	For instance,
is observed	as demonstrated by	exemplifies	Specifically,
Such as	As an example,	To illustrate	is observed

To add ideas

Equally important	Subsequently,	Furthermore,	Moreover,
Another essential point	Additionally,	More importantly,	Besides,
To elaborate,	In addition,	In the same way	Firstly,

Anecdotes	**Statistics**	**Expert Opinions**
It reminds me of the time when…	In a recent survey…	According to recent research…
Last week I was…	The results of a recent survey revealed…	Leading scientists tell us that…
A friend of mine once told me…	The vast majority of people…	Experts tell us that…
There was a story in the news recently…	A staggering ___% think that…	The research of ____ is interesting and…
To illustrate the point, I remember…	Recent surveys prove my point with…	Oxford University published a report that shows…

Imperatives	**Exclamations (!)**
Imagine what it would be like if	It is incomprehensible that
Stop the madness now and…	I am disgusted, appalled and horrified when…
Listen to what people are saying	The worst thing of all is when…
Look at the problems such as…	It is unutterably awful that…
Pause for a moment and consider…	Happiness and joy would take over if…

Vocabulary bank – Emotions

Happy	**Sad**	**Fear**	**Anxious**
Delighted	Sorrowful	Alarmed	Apprehensive
Elated	Inconsolable	Petrified	Hesitant
Jubilant	Miserable	Horrified	Angst
Thrilled	Sombre	Frightened	Worried
Jovial	Heartbroken	Paralysing	Distraught
Cheerful	Woeful	Fearful	Agonise
Ecstasy	Heavyhearted	Fearsome	Concern
Euphoria	Mournful	Chilling	Uneasy
Content	Forlorn	Spine-chilling	Distressed
Exhilaration	Distressed	Frightful	Anguish

Disgust	**Angry**	**Surprise**
Revulsion	Outraged	Marvel
Disapproval	Infuriated	Stun
Loathing	Enraged	Astound
Repulsion	Wrathful	Astonishment
Loathsome	Infuriated	Amazement
Repelling	Resentful	Bewilderment
Distasteful	Vexed	Shock
Vulgar	Furious	Dazed
Repelled	Vindictive	Startle
Contempt	Ballistic	Alarm

Vocabulary is important to present emotions in your writing. Words have power and some vocabulary can be more effective than others. Make sure to choose the right word!

Planning

INTRO		
IDEA 1	INTRODUCE IT	
	EXPLAIN IT	
	EXPAND AND TECHNIQUE	
	DRIVE IT HOME	
IDEA 2	INTRODUCE IT	
	EXPLAIN IT	
	EXPAND AND TECHNIQUE	
	DRIVE IT HOME	
COUNTER ARGUMENT	SOME PEOPLE MAY ARGUE…	
	HOWEVER, THEY ARE WRONG BECAUSE…	
CONCLUSION		

Planning

INTRO		
IDEA 1	INTRODUCE IT	
	EXPLAIN IT	
	EXPAND AND TECHNIQUE	
	DRIVE IT HOME	
IDEA 2	INTRODUCE IT	
	EXPLAIN IT	
	EXPAND AND TECHNIQUE	
	DRIVE IT HOME	
IDEA 3	INTRODUCE IT	
	EXPLAIN IT	
	EXPAND AND TECHNIQUE	
	DRIVE IT HOME	
Conclusion		

The Writing Process

IN ENGLISH



PLAN

- HAVE YOU EXPLORED ALL POSSIBLE IDEAS YOU INTEND TO INCLUDE IN YOUR WRITING?
- WHO IS YOUR TARGET AUDIENCE, AND WHAT DO YOU WANT THEM TO TAKE AWAY FROM YOUR WRITING?



DRAFT

- IS YOUR WRITING CLEAR, CONCISE, AND ORGANISED, WITH SMOOTH TRANSITIONS BETWEEN IDEAS?
- HAVE YOU EXPLORED SUFFICIENT IDEAS TO SUPPORT YOUR MAIN POINTS OR PURPOSE?



WRITE

- IS YOUR LANGUAGE AND TONE APPROPRIATE FOR YOUR INTENDED AUDIENCE AND PURPOSE?
- HAVE YOU CONSIDERED DIFFERENT PERSPECTIVES RELATED TO YOUR TOPIC, AND HAVE YOU ADDRESSED THEM EFFECTIVELY IN YOUR WRITING?



EVALUATE

- WHAT ARE THE STRENGTHS AND WEAKNESSES OF YOUR STYLE OF WRITING, INCLUDING YOUR USE OF LANGUAGE, TONE, AND LITERARY DEVICES?
- HAVE YOU EFFECTIVELY CONVEYED YOUR MAIN IDEAS, FULFILLED YOUR PURPOSE AND YOUR WRITING IS STRUCTURED IN A LOGICAL ORDER?



EDIT

- HAVE YOU CHECKED FOR GRAMMATICAL ERRORS, PUNCTUATION MISTAKES, AND SPELLING ERRORS THROUGHOUT YOUR WRITING?
- DOES EACH PARAGRAPH HAVE A CLEAR TOPIC SENTENCE AND SUPPORTING DETAILS THAT ARE RELEVANT TO THE MAIN IDEA?