

TRANSACTIONAL WRITING 2023

This section in the exam comprises of TWO responses. ONE is **compulsory**. The other is a **choice** between two formats. You should spend approximately 20 minutes on each response.

You need to know the following formats for the 2023 exam:

1. Speech
2. Eulogy
3. Email
4. Editorial
5. Open letter
6. Blog

Your writing is a **RESPONSE** to the article or text given to you – you **do not** have to summarise any of the information.

Look at instructions and consider:

- Format
- Tone
- Register
- Purpose
- Audience
-

Jot down some ideas that you can organise into coherent paragraphs.

Remember an introduction, body and conclusion.

A **suggested word count** is provided. This is for you to use as a guideline only. Do **NOT** include a word count.

Quality rather than **quantity** will be assessed.

RUBRIC: Please note that the most important aspect of transactional writing is your understanding of and ability to express the correct **tone** and **register** for the required **audience**.

ASSESSMENT RUBRIC: TRANSACTIONAL WRITING (20 MARKS= 10 + 10) 250 WORDS			
Level	Mark	PURPOSE AND CONTENT (RESPONSE)	COMMAND OF LANGUAGE AND REGISTER (LANGUAGE)
7+	10 9	IMPRESSIVE, SCINTILLATING Full compliance to purpose and format Sophisticated cognisance of audience Significant, with impressive detail Impressive, superior organisation Compelling, striking and highly original	IMPRESSIVE Impressive use of language conventions Elegant style and thoroughly engaging Appropriate tone and mood Highly sophisticated diction Virtually error free
7	8 ½ 8	LIVELY, ORIGINAL Focused response to purpose and audience Comprehensive, insightful and reflective Cohesive and clear development Original, sincere and creative	EXCELLENT Highly sophisticated use of language conventions – effectively varied sentence patterns Lively, precise and engaging with excellent understanding of register Carefully selected diction
6	7½ 7	GOOD TO VERY GOOD (ABOVE AVERAGE) Mostly consistent focus, understanding and thought Good personal style OR good development and depth	GOOD TO VERY GOOD Competent use of language conventions – varied sentence patterns Fluent and original with good understanding of register (lively/ sincere/ humorous where appropriate) Some editing needed
5	6½ 6	ADEQUATE (AVERAGE) Broadly meets purpose and requirements of task Ordinary and predictable, although sincere in places Some ideas not completely developed	ADEQUATE Appropriate use of language – some attempt to include different sentence patterns Ordinary but competent Occasional errors
4	5½ 5	LIMITED (BELOW AVERAGE) Limited success in meeting purpose and requirements of task Superficial, limited style Inconsistent organisation of ideas – requires further elaboration	LIMITED Limited range of syntactic structures Register is not consistent with task Colourless or repetitious language Errors may begin to impede readability

3	4 ½ 4	INADEQUATE, COMPROMISED Compromised and marginal at times Insufficient depth, development and organisation of ideas Vague in places	INADEQUATE Flawed use of language – limited range of syntactic structures Register is inappropriate for task Stereotyped Errors severely impede readability – extensive editing is required
2	3½ 3	POOR, MUDDLED No awareness of purpose of task Limited cohesion Unconvincing	POOR Very flawed use of language Frequent errors impede understanding
1	2½ 2 1	INCOHERENT Completely flawed response – does not answer question No cohesion or development	INCOHERENT/INAPPROPRIATE Incoherent language/inappropriate language. Preponderance of errors of style. Illogical.

TRANSACTIONAL FORMATS:

1.The Speech:

Introduction:

- Attention getter—pull the audience in with something interesting (a story, interesting stats, or a quotation).
- Establish credibility/build relationship with the audience—why are you speaking on this topic?
- Introduction of topic—give them a brief glimpse at what you are talking about, maybe some background information that they need for the speech.
- Thesis statement - one clear sentence that previews all your main points in the appropriate order

Transition:

- One complete sentence that makes the transition to the next part of the speech.

Body:

- Each paragraph should have one clear statement that tells the audience what this section is about. Support this point with examples or sources.

Conclusion:

- Summarise or list the points that you want your audience to remember after the speech is over.
- You need a strong ending. It often works well to return to your attention-getter in the introduction or to end with a particularly strong image.

Speech Example:

Using your voice is a political choice.

I have two questions for you. One, on whose shoulders do you stand? And two, what do you stand for?

I am the daughter of black writers who were descended from freedom fighters who broke their chains and changed the world. They call me.

These are words that I repeat in a mantra before every single poetry performance. I repeat them to myself as a way to gather myself because I'm not sure if you know, but public speaking is pretty terrifying. I know I'm on stage and I have my heels on and I look all glam, but I'm horrified. Most of my life, I was particularly terrified of speaking up because I had a speech impediment.

But finally, I had a moment of realisation – I cannot stand standing to the side, standing silent. I must find the strength to speak up. One of the ways I find that strength is through this mantra where I call back to what I call honorary ancestors. These are people who might not be related to you by blood or by birth, but who are more than worth saying their names because you stand on their shoulders all the same.

Poetry is interesting because not everyone is going to become a great poet, but anyone can be and anyone can enjoy poetry. It is this openness, this accessibility of poetry that makes it the language of the people. Poetry has never been the language of barriers. It's always been the language of bridges. It is this connection-making that makes poetry. Yes, powerful – but it also makes it political.

The decision to create the artistic choice to have a voice, the choice to be heard, is the most political act of all. And by political, I mean poetry is political in at least three ways:

One: what stories we tell; when we're telling them; how we're telling them; if we're telling them. Which stories matter?

Two: who gets to have those stories told? Who was legally allowed to read? Who has the resources to be able to write? Who will be leading our classrooms? This says a lot about the political in educational systems, because many more stories and storytellers exist than are known.

Lastly, poetry is political because it is preoccupied with people. If you look at history, notice that tyrants often go after the poets and the creatives first. They burn books. They try to get rid of language. Because they are terrified of them. Poets have this phenomenal potential to connect the beliefs of the private individual with the cause of change of the public, the population, the polity, the political movement.

When you leave here, you might be at a protest and you might see someone's poster that says, "They buried us, but they didn't know we were seeds." That's poetry. Maybe you'll be in your US History class and your teacher may play a video of Martin Luther King Jr saying, "We will be able to hew out of this mountain of despair a stone of hope". That's poetry. Poetry is about asking right questions, about what it means to be a writer doing right by your words and your actions. And my reaction is to pay honour to those shoulders of people who used their pens to roll over boulders. So I might have a mountain of hope on which to stand so that I might understand the power of telling stories that matter no matter what. So that I might realise that if I choose not out of fear, but out of courage, to speak, then there's something unique my words can become.

And all of a sudden that fear that my words might jumble and stumble goes away as I'm humbled by the thoughts of thousands of stories a long time coming. I know a strumming

inside me as I celebrate those people in their time who stood up so this little black girl could rhyme.

It might feel like very story has been told before. But the truth is, no one's ever told my story the way I would tell it. As the daughter of black writers who were descended from freedom fighters who broke the chains and changed the world, they call me – I call them. And one day I'll write a story right by writing it into a tomorrow on this earth more than worth standing for.

<https://www.happyscribe.com/public/ted-talks-daily/using-your-voice-is-a-political-choice-amanda-gorman>

2. Eulogy

A eulogy is the speech given at a funeral in honour of the person who has passed away. Just as in the case of an ordinary speech, it should have an introduction, body and conclusion.

Notes on format:

- start off by introducing yourself and describing your relationship to the person who has passed away
- a eulogy should include what the person who has passed away meant to you personally
- describe a special memory you have of the person
- you can talk about what kind of person they were, giving examples to illustrate your point
- part of a eulogy could be written as if addressing the person who has passed away
- a eulogy can cover a person's achievements, what they did in their life and what they stood for
- just as in the case of an ordinary speech, the conclusion of a eulogy is your strongest point and should bring together all the points you have made, leaving the audience with one final thought that they can take away from hearing about the life of the person who has passed away

Note:

A eulogy does not have to be sombre and serious throughout; light-hearted moments can be incorporated, as long as they are appropriate to the occasion.

EULOGY EXAMPLE:

On 31 October 2005, Oprah Winfrey delivered a eulogy for Rosa Parks at Metropolitan AME Church, Washington D.C. Rosa Louise Parks was nationally recognised as the “mother of the modern-day civil rights movement” in America.

To Reverend Braxton, family, friends, admirers, and this amazing choir: I feel it an honour to be here to come and say a final goodbye. ¹

I grew up in the South, and Rosa Parks was a hero to me long before I recognised and understood the power and impact that her life embodied. ² I remember my father telling me about this Black woman who had refused to give up her seat. And in my child's mind, I thought, “She must be really big.” I thought she must be at least a hundred feet tall. I imagined her being stalwart and strong and carrying a shield to hold back the white folks.

And then I grew up and had the esteemed honour of meeting her. And wasn't that a surprise. Here was this petite, almost delicate lady who was the personification of grace and goodness. And I thanked her then. I said, “Thank you,” for myself and for every Black girl, every Black boy, who didn't have heroes who were celebrated. ³

I thanked her then.

And after our first meeting I realised that God uses good people to do great things. And I'm here today to say a final thank you, Sister Rosa, for being a great woman who used your life to serve, to serve us all. ⁴ That day that you refused to give up your seat on the bus, you, Sister Rosa, changed the trajectory of my life and the lives of so many other people in the world. I would not be standing here today nor standing where I stand every day had she not chosen to sit down. I know that. I know that. I know that. I know that, and I honour that. Had she not chosen to say, “We shall not - we shall not be moved.” ⁵

So I thank you again, Sister Rosa, for not only confronting the one white man whose seat you took, not only confronting the bus driver, not only for confronting the law, but for confronting history, a history that for 400 years said that you were not even worthy of a glance, certainly no consideration. I thank you for not moving.

And in that moment when you resolved to stay in that seat, you reclaimed your humanity and you gave us all back a piece of our own. I thank you for that. I thank you for acting without concern. I often thought about what that took, knowing the climate of the times and what could have happened to you, what it took to stay seated. You acted without concern for yourself and made life better for us all. ⁶ We shall not be moved.

I marvel at your will. I celebrate your strength to this day. And I am forever grateful, Sister Rosa, for your courage, your conviction. I owe you - to succeed.

I will not be moved. ⁷

*Adapted from: <https://www.rosaparks.org/biography/> [accessed 26 June 2020]
<https://www.americanrhetoric.com/speeches/oprahwinfreyonrosaparks.htm> [accessed 26 June 2020]*

3. Email

The email, short for electronic mail, is the transmission of messages/ sharing information via the internet to a recipient. It is a popular form of communication.

Features

- The form and content of an e-mail is very similar to the writing of formal and informal letters
- An email can be informal (personal) or formal (business).
- An informal email usually goes to a person you know well, such as a friend or family member.
- A formal email is typically sent to someone you do not know well or to someone who is in authority, e.g., your teacher/tutor, a public figure, or even a company you are doing business with.

Emails are not only for old people who do not know how social media works. They are used mostly for formal (and quick) communication or transfer of information. Emails are valuable when you would like to keep a clear record of your communication with someone or if you need to send digital documents to someone.

In your school career, emails may be sent to teachers, housemasters, and school principals. Emails might accompany applications to universities or potential employers. Often, email is the first communication you will have with people, therefore it is important that you appear knowledgeable and professional.

Professional Email Message Guidelines

Subject Line:

Concisely convey your purpose for writing

Subject Thank You-Assistant Account Executive Interview

Length

Keep it as concise as possible

Greeting

Always include a greeting

Dear Ms. Doe:

Emoticons

  Avoid in professional emails

Font Style

  Aa
Avoid ornate, playful or colored fonts

I enjoyed speaking with you today about the assistant account executive position at the Smith Agency. The job seems to be an excellent match for my skills and interests.

The creative approach to account management that you described confirmed my desire to work with you.

In addition to my enthusiasm, I will bring to the position strongwriting skills, assertiveness, and the ability to encourage others to work cooperatively with the department.

I appreciate the time you took to interview me. I am very interested in working for you and look forward to hearing from you regarding this position.

Sincerely,
John Smith

Spelling & Grammar

Edit carefully before sending

4. The Editorial:

An editorial is an article that presents a newspaper's opinion on an issue. It reflects the majority vote of the editorial board, the governing body of the newspaper made up of editors and business managers. It is usually unsigned. Much in the same manner of a lawyer, editorial writers build on an argument and try to persuade readers to think the same way they do. Editorials are meant to influence public opinion, promote critical thinking, and sometimes cause people to take action on an issue. In essence, an editorial is an opinionated news story.

EDITORIAL EXAMPLE

Editorial: We are free for as long as we fight

EDITORIAL

3 MAR 2023

Two years ago a humorous infographic appeared on social media. It depicted South Africa as one of only a handful of territories on the world map in which (1) a person can (2) legally procure a rifle to protect their (3) legally-owned marijuana plant. As much as the jocular framing was created for entertainment purposes, it reflects where we sit as a country.

We would be remiss to not mention that many would dispute whether firearm ownership is cause for cheer in a country beset by gun violence. The statement is also technically inaccurate: by law, one can only use deadly force to protect human life, not property — holy herb or otherwise.

Those caveats notwithstanding, the point stands. South Africa has retained the liberal promise it made 29 years ago.

It has not always kept the others. Too many are cruelly denied the right to dignity, forced to live in squalid conditions and deprived of basic government services. Nor have we followed through on the commitment to eliminate inequality. If anything we have recently reversed progress in these regards — we are living in a moment which one of our columnists this week equated to the Great Depression.

But even in these harshest of times of questionable governance and economic distress we have staved off the wolves from snapping at our freedom. Any citizen is free to

criticise, protest or question. No one can be denied the right to worship whom they please, or love whom they will.

The fight to protect these liberties is in the DNA of history and continues to shape our future.

Freedom, like democracy, is fluid. It does not sit static on a koppie but rather rides the swells of time, adapting as our environment changes.

Press freedom is no different. Throughout the years, outlets have faced challenges in the form of sketchy ownership and downsizes. And who could forget the ANC's disastrous attempts at introducing regulatory measures to monitor the media?

What is important is that those attempts have been rebuffed. In 2023, we can unequivocally state that the country is supported by a fourth estate that remains untainted. It is not perfect, but it is free.

On the Reporters Without Borders' annual Press Freedom Index, we remain rooted on a "Satisfactory" rating (one level less than "Good"). We are one of the highest ranking developing countries and even score higher than certain other far larger liberal economies such as the United States and Australia.

The importance of this freedom, especially in times of crises, cannot be overstated.

For as irredeemable as our energy emergency seems right now, consider how it might have played out if officials were allowed to keep the rot secret from the public. Or how powerless we would feel if the media was not at liberty to investigate allegations of political interference.

Far from being an idle pat on the back, it's worth reminding ourselves that we still have agency to change our environment. For as bleak as might be, there is something great worth fighting for.

We must also never forget that freedom, like anything else, can be snatched from us if we are not paying attention.

<https://mg.co.za/editorial/2023-03-03-editorial-we-are-free-for-as-long-as-we-fight/>

5. The Open Letter:

noun: a letter addressed to a particular person or group of people but intended for publication in a newspaper or journal.

From sparking movements, to creating awareness, to bringing critical issues to the attention of decision makers, the open letter is no doubt an effective tool to bring attention to something you believe in. An open letter ideally meets two objectives: one, to grab the attention of the addressee from whom you want action or a reaction and two, to mobilise an existing audience across platforms to take up your cause.

A well written open letter has enormous power and influence. It's a form of writing that can get you traction from quarters that you wouldn't be able to reach in different circumstances. Combined with the power mass reach on the internet, its potential to influence is unquestionable. And to wield that influence, it needs to be engaging and powerful.

<https://www.youthkiawaaz.com/2020/01/five-tips-to-write-a-strong-open-letter-to-your-decision-maker/>

Format:

	<i>Your name</i>
	<i>Address</i>
	<i>Suburb</i>
	<i>City</i>
	<i>Postal Code</i>
	<i>Date</i>
<i>Name of the publication [e.g., The Mail & Guardian/ The Daily Maverick] (Open letters)</i>	
<i>Dear [Name of the person you are addressing]</i>	
<i>[Subject / Topic / Theme of letter]</i>	
<i>[Introduction – why are you writing this letter?]</i>	
<i>[Body – details, divided in paragraphs, about what the issues are that concern you/ you feel passionate about]</i>	
<i>[Conclusion AND call to action – reiterate your reasons for writing AND state what would you like to happen/ be done/ the outcome of your letter to be?]</i>	
Sincerely	
<i>[Your name]</i>	

OPEN LETTER EXAMPLE:

29 October 2021

Time Magazine (letters@time.com)

New York

Dear media editors around the world

We need your help in fighting the climate crisis

Melting glaciers, wildfires, droughts, deadly heatwaves, floods, hurricanes, loss of biodiversity. These are all symptoms of a destabilizing planet, which are happening around us all the time.

Those are the kind of things you report about. Sometimes. The climate *crisis*, however, is much more than just this. If you want to truly cover the climate crisis, you must also report on the fundamental issues of time, holistic thinking and justice.

So what does that mean? Let's look at these issues one by one.

First, the notion of time. If your stories do not include the notion of a ticking clock, then the climate crisis is just a political topic among other topics, something we can just buy, build or invest our way out of. Leave out the aspect of time and we can continue pretty much like today and "solve the problems" later on. 2030, 2050 or 2060. The best available science shows that with our current rate of emissions, our remaining carbon budget for staying below 1.5°C will run out before the end of this decade.

Second, holistic thinking. When considering our remaining carbon budget we need to count all the numbers and include all of our emissions. Currently, you are letting high income nations and big polluters off the hook, allowing them to hide behind the incomplete statistics, loopholes and rhetoric they have fought so hard to create during the last 30 years.

Third, and most important of all, justice. The climate crisis isn't just about extreme weather. It's about people. Real people. And the very people who have done the least to create the climate crisis are suffering the most. And while the Global South is on the frontlines of the climate crisis, it's almost never on the front pages of the world's newspapers. As Western media focuses on wildfires in California or Australia or flooding in Europe, climate-related catastrophes are ravaging communities across the Global South, but receive very little coverage. To include the element of justice, you cannot ignore the Global North's moral responsibility to move much faster in reducing their emissions.

We need immediate, drastic, annual emission reductions unlike anything the world has ever seen. And as we don't have the technological solutions that alone will do anything close to that in the foreseeable future, it means we have to make fundamental changes in our society. This is the uncomfortable result of our leaders' failure to address this crisis.

Your responsibility to help correct this failure cannot be overstated. We are social animals and if our leaders, and our media, don't act as if we were in a crisis then of course we won't understand that we are. One of the essential elements of a functioning democracy is a free press that objectively informs the citizens of the great challenges our society faces.

You are among our last hopes. No one else has the possibility and the opportunity to reach as many people in the extremely short timeframe we have. We cannot do this without you. We can still avoid the worst consequences, we can still turn this around. But not if we continue like today. You have the resources and possibilities to change the story overnight.

Whether or not you choose to rise to that challenge is up to you. Either way, history will judge you.

Greta Thunberg and Vanessa Nakate

From: <https://time.com/6111851/greta-thunberg-vanessa-nakate-open-letter-media/>

6. The Blog:

The word blog is a portmanteau of web log. This is a journal that is updated often - like an old-fashioned written diary - daily, weekly or just erratically. Updates can be of any length, depending on the content.

- The difference between a blog and a diary is that a blog has public access (on the blogosphere) and readers can often respond to an entry online.
- Blogs are often used to keep family members or a group of friends up to date with the latest news that concerns you as a family/ group/ community. Blogs can also be used to host photographs - creating timelines of important events.
- If you lead a fascinating life, or are passionate about social movements, you have the advantage of excellent subject material, which will attract a larger reading audience.
- Readers are interested in someone with an engaging style and voice - someone with something to say. Remember that a blog is a type of conversation, whether you are conducting this conversation with yourself, a family member, a friend or the universe. Therefore, your style is conversational (as are your spelling and punctuation, meaning that they are always correct in order to ensure maximum grasp of meaning).

BLOG EXAMPLE:

MY BRAIN'S NOT BROKEN

A BLOG ABOUT MENTAL HEALTH

HOW TO LEARN PATIENCE WHEN YOU HAVE ANXIETY

April 29 2021, Nathan Smith

Earlier this week, I wrote about how patience can sometimes be a difficult concept. Patience might be a virtue, but that doesn't mean I have to enjoy it all the time! However, I know that building patience - with myself and the world

around me - has many benefits for long-term growth. And this can be especially true when it comes to managing my anxiety! Here are a few of my tips for building patience when you live with an anxiety disorder, and how you can learn more about creating a healthier attitude towards the idea of patience.

The most important thing to remember about building patience is that it takes *time*. A big mistake I made was that I thought the process would be quicker, or that I'd find success faster, but learning patience is very similar to building a healthy mindset - it's lifelong work that ebbs and flows depending on where you are from moment to moment. That being said, there is still plenty of advice to give about learning patience, and how putting these tips into practice is more of a learning process than changing the type of person you are.

Instant Gratification Isn't Always Better

This first bit of advice sounds a little cliché, but it's been super helpful as someone who lives with anxiety. This seems like an easy road to a tangent about how we live in a culture of instant gratification with the social media and the Face Timing (and sounding much older than I actually am), but this point is even more blunt than that.

Sometimes, you just have to wait for things to be ready. Timing is important. Sometimes it's your time, and sometimes it's not. Learning when you're ready for something - and when you aren't there yet - is a lesson in patience. Living with anxiety means that sometimes, I'm not able to do the things I want. By practicing patience, I can learn how to wait until I am ready, and when I can experience things in a less-anxious state.

Start Small

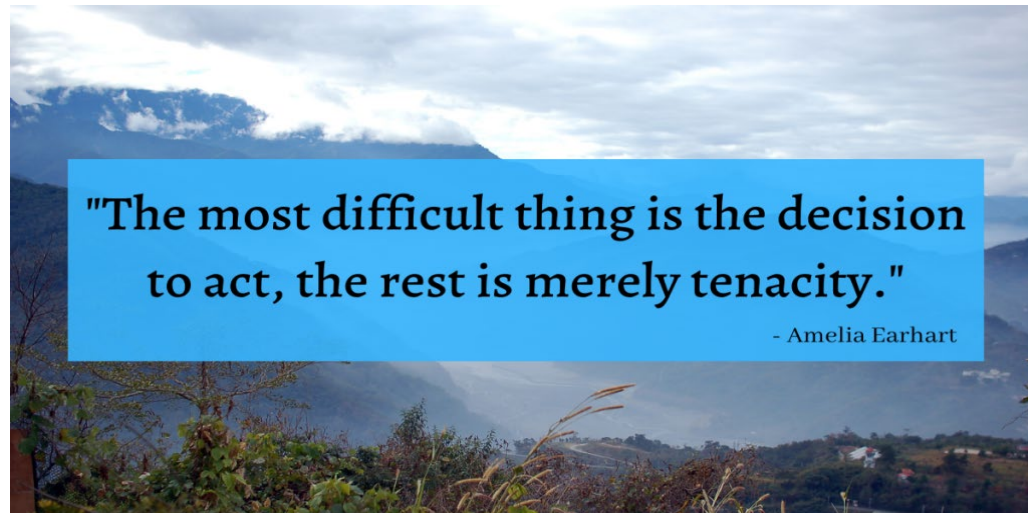
This is a bit of advice I wish I'd taken years ago. When I made it a goal to learn patience, I created vague goals about being "patient with myself" and "being patient about my anxiety," but I couldn't define what that meant. The result was that I didn't really feel like I was working toward anything, and I couldn't even tell if I'd made progress. Even though patience can be a vague concept, there are realistic and pragmatic ways to put it into practice. Think of things like finding your triggers, being aware when you're becoming impatient, and finding solutions to instances of impatience. This is a hard concept for me sometimes, but the realistic approach is the best one when it comes to learning patience.

Acknowledging Failure and Being Afraid to Slip Up

Anxiety can create a perfectionist mindset, and that combination is not only unrealistic for a person, but it creates a never-ending cycle of trying to achieve the impossible. My anxiety tells me that I can't make mistakes - but patience requires those slip-ups.

A while back, I learned that being kind to myself will be a lifelong journey. Patience with myself will be a lifelong journey. Even though I'll fail often, I can keep going back and trying again. In doing so, I've learned that the more patience I

maintain, the kinder I tend to be to myself. The progress isn't always steady, but it's there. And the I might not always improve the more I work at it, but I get more familiar with the feeling, and those benefits can help me handle anxiety in a healthier way. It's not much, but it's a start.



<https://mybrainsnotbroken.com/2021/04/29/how-to-learn-patience-when-you-have-anxiety/>