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# **ENGLISH HOME LANGUAGE PAPER THREE RESOURCE PACK 2019 TRANSACTIONAL TEXTS**

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## **SECTION B: LONGER TRANSACTIONAL PIECES**

### **Common Errors and Misconceptions –Diagnostic Report 2018**

#### **a. SPEECH**

- Elements of persuasion were generally lacking in many candidates' responses.
- Elements of speech writing were ignored by some candidates.
- Ideas were largely unsubstantiated.

#### **b. FORMAL LETTER**

- Some candidates chose to congratulate the innovator without including the innovation.
- The writing either focused on the congratulatory aspect or the invitation.
- Candidates who took this approach were severely disadvantaged.

#### **c. OBITUARY**

- Some responses were presented as eulogies/newspaper reports/funeral notices.
- There was also a tendency to write a generic obituary and merely adding the information from the question.
- A fair number of candidates also wrote in the first person.
- Details pertaining to the extreme sport and the attempt to establish a new record were either ignored completely or mentioned only vaguely.

#### **d. INTERVIEW**

- Many candidates failed to make any reference to the dramatic change in fortune which was the crux of Q2.4.
- There was a tendency to provide unsubstantiated/inconclusive responses.
- The ability to ask pertinent questions was lacking.

#### **e. MAGAZINE ARTICLE**

- In Q2.5, some candidates failed to draw a link between the picture and the magazine article.
- A fair number of responses either described the photograph or provided an in-depth discussion of environmental issues and biographies of the photographer.
- The choice of register was also problematic.

#### **f. LETTER TO THE EDITOR**

- Many candidates failed to achieve the style required in Q2.6.
- There were candidates who addressed the Editor directly requesting him to take action.

- Of particular concern was that the topic, which focused on 'dishonest practices', was ignored.

### **Suggestions for Improvement**

- Learners must answer TWO transactional pieces – this must be reiterated as this instruction was ignored in a few cases.
- Transactional writing should be included in the teaching programme every fortnight as per the CAPS prescripts.
- Practice is essential in the teaching of transactional writing. Even learners who are not skilful writers can do reasonably well in this section if they are familiar with the various categories of writing.
- Continuous informal practice writing will make a significant difference in the performance of learners.
- Teachers should assist learners in identifying and focusing on key words in questions. This will ensure that learners respond appropriately to all aspects of the question.
- Learners should be encouraged to add realistic, substantial details to their writing to make it more authentic.
- The register in SECTION B should match the intention and audience of the piece. For example, formal language is inappropriate in dialogues; it sounds unnatural and is stylistically ineffective. A dialogue should capture the feel of a conversation in real life, hence contractions and informal language are recommended.
- Other transactional pieces should also ideally imitate their real-life counterparts. Magazine articles, for example, are seldom written in a formal register. A formal letter, on the other hand, should have a business-like tone and objective style.
- Formats must be taught consistently and correctly and learners must be given opportunities to practise these genres.
- Teachers should familiarise learners with the descriptors on the marking rubrics. This will make them aware of how their writing will be assessed.

## INTRODUCTION

## LONGER TRANSACTIONAL TEXTS

Transactional writing texts are either a response or an initiation of a response.

As implied, these texts are a transaction.

For example, a letter of appreciation will possibly yield a response, as much as a speech will get the audience won over or yelling in disagreement.

The length of texts ranges from:

| Level | Grade 10       | Grade 11       | Grade 12       |
|-------|----------------|----------------|----------------|
| HL    | 180 –200 words | 180 –200 words | 180 –200 words |



An obituary is a notice of the passing on of someone known by the target audience. Over and above 'formally' announcing the death, it also sketches the cause of death as well as the funeral arrangements. The obituary is written in the third person.

The aspects below must be included:

- full name of the deceased
- date of birth, date of death
- where person was living at time of death
- birthplace
- key survivors and their names
- time date place of funeral
- a tribute

Some of the following may be included:

- cause of death
- biographical information

### Style and tone

- formal tone
- concise
- euphemisms may be used, e.g. *passed away* instead of *died*

## Basic Obituary Template

|                                                                                                                                                                                                                                |                                                                                             |                                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|--------------------------------------------|
| <p>Year of birth and death must correlate with age of person, e.g. a grandmother will be different than a learner at school</p>                                                                                                | Heading: name and surname of deceased                                                       | <p>Full name and surname must be given</p> |
|                                                                                                                                                                                                                                | Year of birth and year of death                                                             |                                            |
|                                                                                                                                                                                                                                | Name and surname of deceased ..... , age ....., passed away on .....(date) at .....(place). |                                            |
| Cause of death .....                                                                                                                                                                                                           |                                                                                             |                                            |
| Born in ...(town/city), he was the son/daughter of ..... (parents). He/she attended... (school) / graduated at ... ( University/CUT/ College). He/she was employed at ... (place of work) and worked as .... (job title).      |                                                                                             |                                            |
| He/she (name) was a member of (church /organisations/ groups/ committees/RCL).                                                                                                                                                 |                                                                                             |                                            |
| He /she enjoyed .... (hobbies/activities, etc.).                                                                                                                                                                               |                                                                                             |                                            |
| Pay tribute (depending on what is asked in question paper).                                                                                                                                                                    |                                                                                             |                                            |
| He/she is survived by wife/husband, children, grandchildren, etc. (be very careful to determine this. If it is a child, then it will be parents and siblings. (If a grandmother/grandfather then there must be grandchildren). |                                                                                             |                                            |
| The funeral service will be held on .... (date) at ....(time) at ....(place and address).                                                                                                                                      |                                                                                             |                                            |
| He/she (name) will be remembered for his/her ... (personality traits/things).                                                                                                                                                  |                                                                                             |                                            |

Tribute is where you say positive things about deceased. Refer to the requirements in the paper, e.g. 'sports', then you mention sport achievements or 'person helped poor' – give examples.

NSC NOV. 2018 PAPER 3

**Question:**

An extreme-sport enthusiast died tragically while attempting a new record.

Write his/her obituary.

**Unpacking the question:**

1. What is an extreme-sport? Provide examples. How is it different from conventional sport?
2. What is your understanding of a sport's enthusiast? Provide a definition.
3. What is a tragedy? Provide examples of a tragic death.
4. Attempting a new record – what does it mean, was it final, did he/she achieve/set a new record?

**Discussion:**

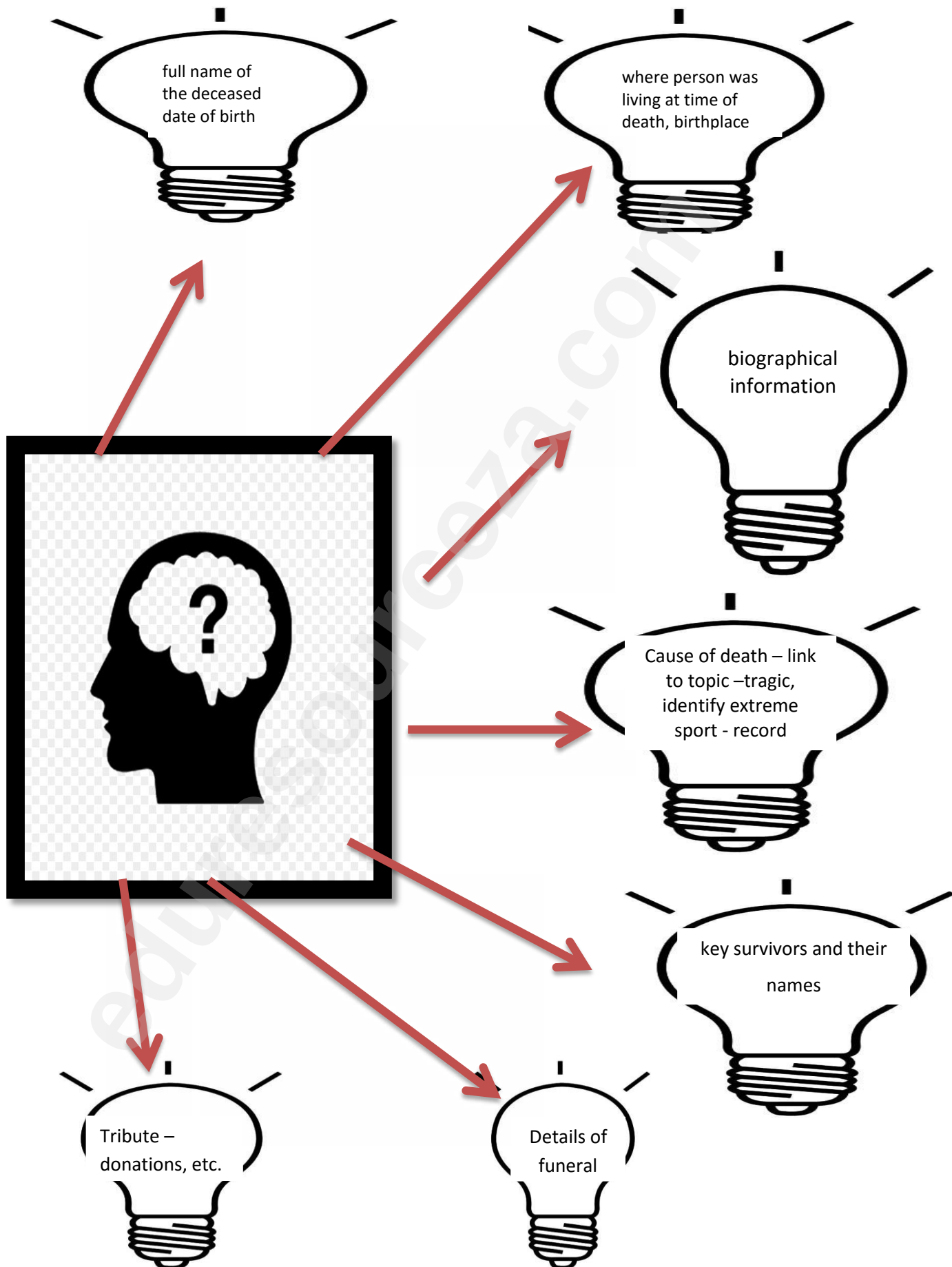
1. Extreme-sports are activities perceived as involving a high degree of risk. These activities often involve speed, height, a high level of physical exertion, and highly specialized gear.  
Types of Extreme Sport: mountain/rock climbing, windsurfing, paragliding, bungee jumping, zip lining, sky diving, etc.  
Conventional Sports – are sports with little to no risk of harm.
2. A **sports enthusiast** is someone who is really passionate and excited about **sports**.
3. **Tragedy** - an event causing great suffering, destruction, and distress, such as a serious accident, crime, or natural catastrophe.
4. A **new record** is usually the best performance ever recorded and officially verified in a specific skill or sport.
5. Create a mind map using all the points above.

**Other Questions:**

**NSC NOV 2017:** As a recent sport event/concert ended, a stampede broke out and several people were injured and trampled to death. One of the deceased was an ardent supporter of the development of sport and culture in your community. Write his/her obituary.

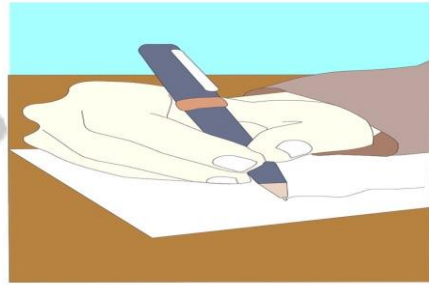
**ASC JUNE 2016:** A person who has achieved prominence has been a victim of road rage and subsequently died. Write his/her obituary for publication in a national newspaper.

## MIND MAP



# Formal Letter Writing

SuccessCDs™



## FORMAL LETTER Vs INFORMAL LETTER

### Must Do Items

| The Formal Letter...                                                                                                                                                                                                                                                                                                                                                                     | The Informal Letter...                                                                                                                                                                                                                                                                                      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>✓ You make the reason why you are writing the letter clear</li><li>✓ Clear topic paragraphs</li><li>✓ A concluding paragraph which lets the reader know what you would like to happen</li><li>✓ Appropriate and formal language</li><li>✓ Quotations from people with authority</li><li>✓ Use facts and figures to support your opinions</li></ul> | <ul style="list-style-type: none"><li>✓ You start the letter with a friendly tone – asking the reader how they are</li><li>✓ Paragraphs are used to discuss different topics</li><li>✓ A concluding paragraph which ends the letter on a positive note</li><li>✓ Informal and colloquial language</li></ul> |

The table below illustrates the differences between Informal and Formal letters

|                 | Informal                                                                                                                                                                                                                                                                                                 | Formal                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Audience</b> | <ul style="list-style-type: none"> <li>• Writing to a friend or a member of your family</li> <li>• Language and tone will be informal with a friendly approach</li> <li>• May have a chatty tone but slang is not allowed</li> </ul>                                                                     | <ul style="list-style-type: none"> <li>• Writing to a person you may not know personally or who you know in a more formal way</li> <li>• Language and tone is formal</li> <li>• Always be polite</li> </ul>                                                                                                                                                                                                                                                                        |
| <b>Purpose</b>  | <ul style="list-style-type: none"> <li>• To keep in touch with someone you know or are related to</li> <li>• To give information and enquire about things that are of mutual interest e.g. family matters, gossip or sharing news, congratulate or sympathise</li> </ul>                                 | <ul style="list-style-type: none"> <li>• To apply for a job</li> <li>• To give your views on an issue of concern to you</li> <li>• To complain</li> <li>• To request information</li> </ul>                                                                                                                                                                                                                                                                                        |
| <b>Format</b>   | <ul style="list-style-type: none"> <li>• Include your address and the date</li> <li>• Salutation will be formal with use of the first or familiar name e.g. Dear Gran, Dear Andy</li> <li>• Ending/closing will be informal, such as 'Your best friend/ Yours sincerely/Your favourite niece'</li> </ul> | <ul style="list-style-type: none"> <li>• Include your address and the date</li> <li>• Include the address of the recipient.</li> <li>• Salutation is more formal, 'Dear Mr Monyaki' or 'Dear Sir/Madam'</li> <li>• Include topic line</li> <li>• Ending/closing will be formal such as 'Yours faithfully.' (If letter was started with the name of the person 'Dear Mr Monyaki' then the letter may end with 'Yours sincerely')</li> <li>• Signature and name of sender</li> </ul> |
| <b>Content</b>  | <ul style="list-style-type: none"> <li>• Topic will tell you what the content should be</li> <li>• Plan opening paragraph, central points and organise what you want to say</li> </ul>                                                                                                                   | <ul style="list-style-type: none"> <li>• Topic will tell you what the content should be</li> <li>• Plan opening paragraph, central points and organise what you want to say</li> <li>• Arguing or putting across your points logically is important and strengthens your case</li> <li>• Be concise and to the point</li> </ul>                                                                                                                                                    |

## FORMAL WRITING

### Remember :

- Do not use everyday, colloquial language, slang or jargon.
- Do not use contractions (I'm; it's, we've, etc.)
- Do not use emotive, subjective language (e.g. terrible, rubbish etc.)
- Use modal verbs such as would, could and should.
- Use more formal phrases and expressions e.g. "I would be grateful if you could send me..." instead of "Please send me..."
- Don't overdo it though and don't make your language too formal or maybe old fashioned.

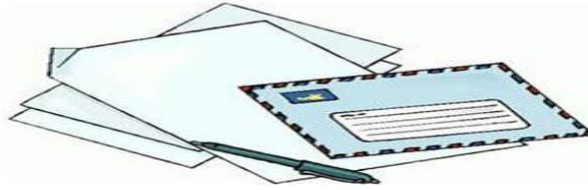
### Layout for a formal letter

|                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <p>Sender's address and other contact info:<br/>Email<br/>Telephone<br/>Fax</p>                                                                                                                                                                                                                                                                                                                                                                        |  |
| <p>Date</p>                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |
| <p>Recipient's address<br/>Reference number if available</p>                                                                                                                                                                                                                                                                                                                                                                                           |  |
| <p>Dear..... (If name is unknown use Sir/Madam)</p>                                                                                                                                                                                                                                                                                                                                                                                                    |  |
| <ul style="list-style-type: none"> <li>• It may be appropriate to start with a reference line<br/><i>Re: .....</i></li> <li>• Do not use contracted forms - write all words in full.</li> <li>• Use formal standard English - no slang</li> <li>• Keep sentences precise and get straight to the point</li> <li>• Keep business letters focussed and do not waffle on!</li> <li>• If complaining, be polite and use intelligent vocabulary.</li> </ul> |  |
| <p>Sum up your main point and state that you look forward to a response to your letter / query / complaint etc if appropriate.<br/><i>Thank you, in advance, for taking time to respond to my ....</i></p>                                                                                                                                                                                                                                             |  |
| <p>Yours faithfully – (if greeting is to Sir/Madam)<br/>Yours sincerely – (if name is given)</p>                                                                                                                                                                                                                                                                                                                                                       |  |

### Layout for an Informal letter

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Sender's address</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <p>Date</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <p>Dear.....</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <ul style="list-style-type: none"> <li>• You may have more than 2 paragraphs. Depending on who the recipient is you will have varying levels of informality.</li> <li>• It is generally accepted that in informal letters contracted forms can be used: <i>can't</i> instead of can not; <i>haven't</i> instead of have not etc.</li> <li>• You may also use a more colloquial language register – chatty tone that you might use in speech / mild slang words.</li> <li>• Punctuation can be less formal: exclamation mark! used to signify shock or a joke; dashes - instead of commas; brackets used to separate additional ideas/references...</li> </ul> |
| <p></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <p>Degree of intimacy with recipient will determine the way you sign off:<br/>Best wishes / Kind regards / Yours truly / <i>With love...</i></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

## Letter writing



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### Letter of Complaint

Definition: A **letter of complaint**, or **complaint letter**, is normally written to deal with a problem situation when other attempts (i.e. phone contacts, e-mails, etc.) have failed to rectify the situation.

#### Technique to address the question.

##### Pre-writing

- Decide who the letter is intended for
- Note the issue that is in question
- Note the tense stated in the question



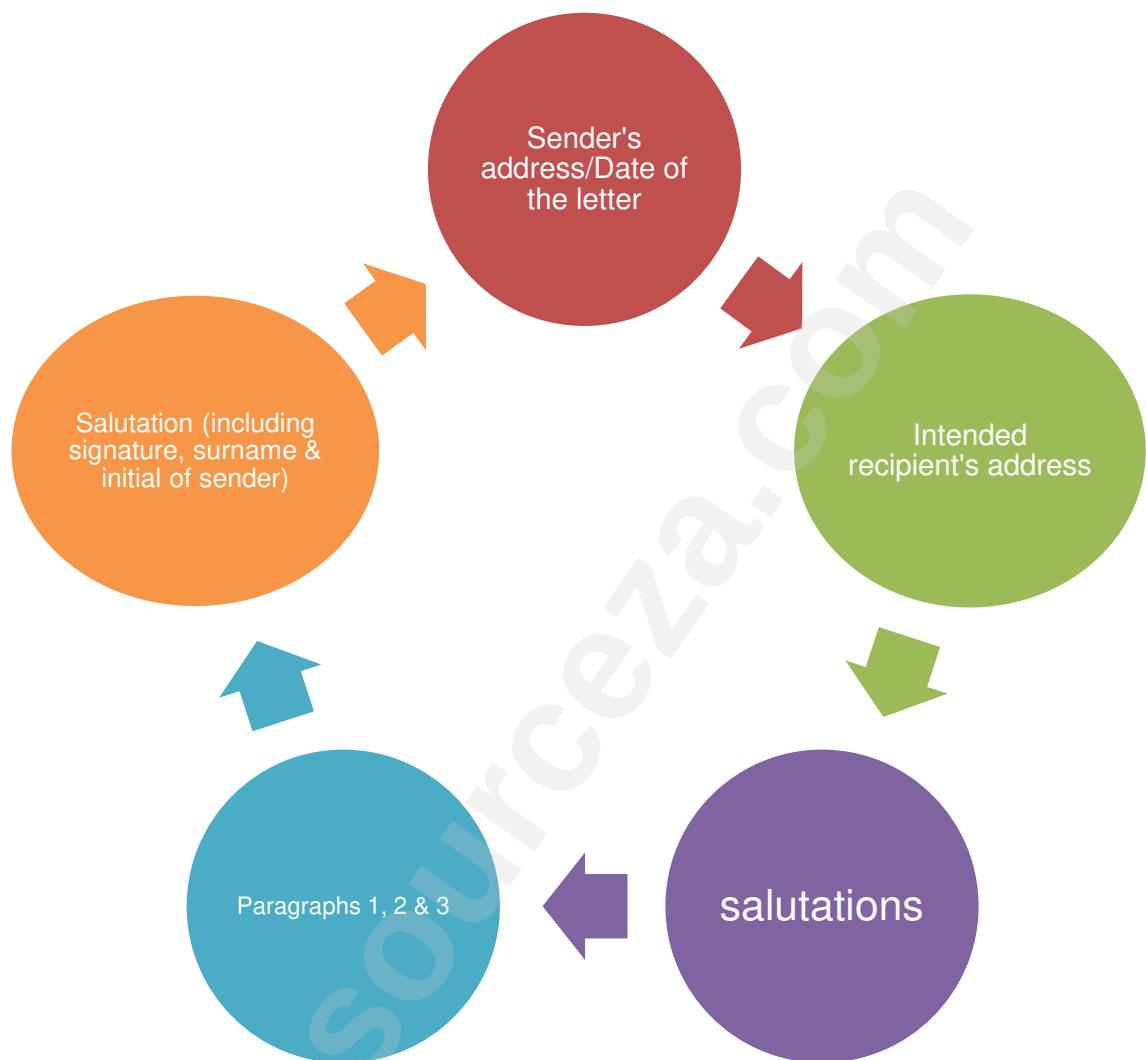
##### During writing

- Ensure clarity of tone and register for the letter
- Be clear and concise on the issue addressed
- Do not write an angry, sarcastic or threatening response
- Remember the letter is formal; therefore the appropriate language should be used

##### Post writing

- Read through the piece written and ensure that the piece is grammatically correct
- Check the length of your response
- Ensure that the topic is addressed

Format:



## Example

|                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                                                                                                                                                                                                                    | <b>Instruction</b><br>As a regular commuter, using public transport, you are concerned about the <u>unreliability of the service</u> . Write a letter to the <u>Mayor of your town/city</u> in which you highlight <u>solutions</u> to your grievances. (NSC Nov. 2017) |
|                                                                                                                                                                                                                                                                                                                                    | 8 Serengeti Street <sup>1</sup>                                                                                                                                                                                                                                         |
|                                                                                                                                                                                                                                                                                                                                    | Triangle                                                                                                                                                                                                                                                                |
|                                                                                                                                                                                                                                                                                                                                    | Smallville                                                                                                                                                                                                                                                              |
|                                                                                                                                                                                                                                                                                                                                    | 2037                                                                                                                                                                                                                                                                    |
|                                                                                                                                                                                                                                                                                                                                    | 12 February 2019 <sup>2</sup>                                                                                                                                                                                                                                           |
| The Mayor <sup>3</sup>                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                         |
| Emfuleni Municipality                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                         |
| PO Box 125                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                         |
| Smallville                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                         |
| 2037                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                         |
|                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                         |
| Sir /Madam <sup>4</sup>                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                         |
|                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                         |
| <u>Unreliability of Public Transport</u>                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                         |
|                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                         |
| During the past month we have experienced <sup>5</sup>                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                         |
| .....                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                         |
|                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                         |
| The consequences of the unreliability <sup>6</sup> .....                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                         |
| .....                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                         |
|                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                         |
| Provide the possible solutions to the issues highlighted. You may include the following:                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                         |
| I understand that you are required to respond formally to my complaint. I shall follow up on this letter if I do not hear from you by [give a date in about seven days' time]. In the meantime, if you need any further information from me, please [call me on the above number/ write to me at the address shown] <sup>7</sup> . |                                                                                                                                                                                                                                                                         |
|                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                         |
| Yours faithfully <sup>8</sup>                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                         |
| Signature <sup>9</sup>                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                         |
| V Soochit (Mrs)                                                                                                                                                                                                                                                                                                                    | (180-200 words)                                                                                                                                                                                                                                                         |

Notes:

- Always check the following when completing a letter of complaint
  - ✓ Sender's Address <sup>1</sup>
  - ✓ Date of the letter (immediately beneath the address)<sup>2</sup>
  - ✓ Intended recipient's Address<sup>3</sup>
  - ✓ Salutations<sup>4</sup>
  - ✓ Paragraph 1 - Reason for the letter<sup>5</sup>
  - ✓ Paragraph 2 - Possible causes/ consequences due to the issue<sup>6</sup>
  - ✓ Paragraph 3 - Possible resolutions to the issue<sup>7</sup>
  - ✓ Salutation (including the signature<sup>9</sup>, surname and initials of the sender)<sup>8</sup>

Activity:

- *An international company was offering a limited number of bursaries to Grade 12 learners for further studies. All requirements were met on your part inclusive of postage. However, to date the post office in your community remains closed due to negligent practices.*

*Write a letter of complaint to the Regional Manager of the Post Office highlighting your dissatisfaction due to non-delivery of services.*

- *One of your prized possessions cannot be repaired because it is considered obsolete.*

*Write a letter to the manufacturer, expressing your displeasure with the situation.*



## Letter to the Editor/Press

|                                                                                                                                                                                    |                                                                                                                                                                                           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                   | <b>Instruction</b><br>You have had many electricity and water disruptions in your area. Write a letter to the Editor of your local newspaper expressing your views and feelings about it. |
|                                                                                                                                                                                    | 8 Serengeti Street                                                                                                                                                                        |
| <div data-bbox="327 831 820 1021" data-label="Text"> <p><b>NOTE:</b> Any formal letter must be addressed to a specific person – be guided by the brief in the question.</p> </div> | Triangle                                                                                                                                                                                  |
|                                                                                                                                                                                    | Smallville                                                                                                                                                                                |
|                                                                                                                                                                                    | 2037                                                                                                                                                                                      |
|                                                                                                                                                                                    | 12 February 2018                                                                                                                                                                          |
|                                                                                                                                                                                    |                                                                                                                                                                                           |
| The Editor                                                                                                                                                                         |                                                                                                                                                                                           |
| The Triangle Tribune                                                                                                                                                               |                                                                                                                                                                                           |
| PO Box 123                                                                                                                                                                         |                                                                                                                                                                                           |
| Smallville                                                                                                                                                                         |                                                                                                                                                                                           |
| 2037                                                                                                                                                                               |                                                                                                                                                                                           |
|                                                                                                                                                                                    |                                                                                                                                                                                           |
| Sir /Madam                                                                                                                                                                         | <div data-bbox="743 1536 1166 1749" data-label="Text"> <p>State the problem</p> </div>                                                                                                    |
|                                                                                                                                                                                    |                                                                                                                                                                                           |
| <u>Electricity and water disruptions</u>                                                                                                                                           |                                                                                                                                                                                           |
|                                                                                                                                                                                    |                                                                                                                                                                                           |
| During the past month we have experienced .....                                                                                                                                    |                                                                                                                                                                                           |
| .....                                                                                                                                                                              |                                                                                                                                                                                           |

|                                                                                      |                           |
|--------------------------------------------------------------------------------------|---------------------------|
| The consequences of these disruptions .....                                          | Provide more detail       |
| .....                                                                                |                           |
| Several requests were made to the municipality to investigate the cause of these     |                           |
| disruptions but to date they have not responded. Going public with our plight is our |                           |
| last resort.....                                                                     |                           |
| Yours faithfully                                                                     | Suggest possible solution |
| B Monyaki                                                                            |                           |
| B Monyaki                                                                            |                           |
| (180-200 words)                                                                      |                           |

### Question 2.6-LETTER TO THE EDITOR/PRESS

There has been an increase in dishonest practices in various sporting codes.

Write a letter to the Editor of a national newspaper in which you express your views.

[25] (National Senior Certificate 2018-Paper 3)

Increase in dishonest sports practices

Your letter must express your views/opinions/thoughts on this practice

- Read the question and make sure you understand EXACTLY what the question requires.

- Look for key words: **Increase in dishonest practices in sports**

( ball tampering, match fixing, betting, throwing the game, taking bribes etc)



(disappointment, disgust, anger, sadness, unfair, disgraceful, unhappy, etc)

**Always keep the following in mind:**

- The **tone** of your letter. Remember that this is not a personal attack on the editor. This letter is for publication for the public to read. The Editor is merely the person that the letter is addressed to and he will publish the letter. You are NOT speaking to him, but using his newspaper as a platform to relay your message, so DO NOT say things like, “ You had better sort this matter out or how can you allow this or you better deal with this matter”. Remember, it’s not a personal letter to the Editor.

-**Register**- You MUST use formal register. No slang, colloquial or offensive language. Your language should be appropriate to the question and the audience (the public).

**Your letter should be structured as follows:**

1. Sender’s address: This is your address
2. Date: The date is written below the sender’s address after leaving one space or line.
3. Receiving Editor’s address: The address of the recipient of the letter i.e.

The Editor  
The Star Newspaper  
601 Filed Street  
Johannesburg  
0001

4. Subject of the letter: The main purpose of the letter forms the subject. It must be written in one line. It must convey the matter for which the letter is written. It must be underlined.

5. Salutation (Sir / Madam)

6. Body: The matter of the letter is written here. It is divided into 3 paragraphs as follows -

Paragraph 1: Introduce yourself and the purpose of writing the letter in brief.

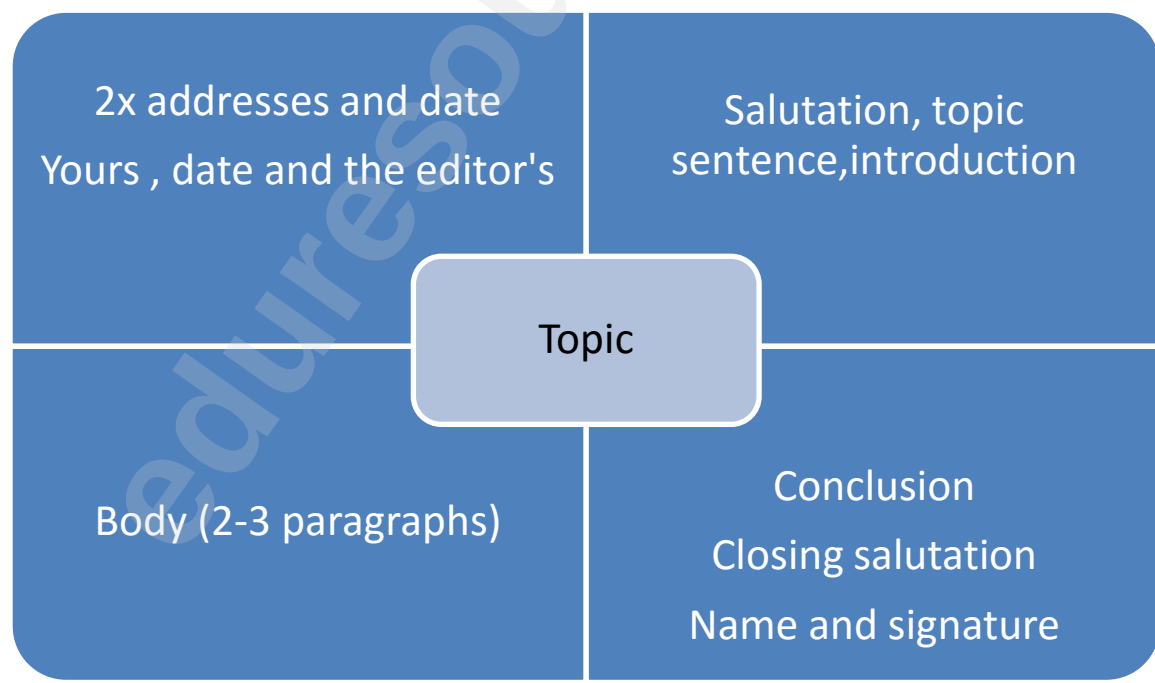
Paragraph 2: Give details on the matter/issue.

Paragraph 3: Conclude by mentioning what you expect from the Editor. (For example, you may want him to highlight the issue in his newspaper / magazine by printing the letter) or what can be done or possible solutions.

7. Complimentary Closing

8. Sender's name, signature and designation (if any)

1. Sender's address (**Your address**)
2. Date- Below address-**leave a space or line open**
3. The Editor and the newspaper's address
4. Subject of the letter (**must be underlined**)
5. Salutation (Sir/Madam)
6. Body  
Paragraph 1- Introduce yourself and the purpose of the letter or what you are writing in reference to.  
Paragraph 2- Provide more on the topic/reasons for why you feel this way  
Paragraph 3- Conclude/end
7. Complimentary/closing
8. Sender's name, signature and designation



**ACTIVITY:**

**LETTER TO THE EDITOR/PRESS**

2.1. Restaurants in your town do not make provision for disabled people.

Write a letter to the press in which you voice your views and suggest measures that restaurants should employ to make their establishments more accessible for the disabled. [25] (*English HL- paper 3-Feb/March 2016*)

2.2. There is growing concern that media promotes a violent society.

Write a letter to the Editor of a national newspaper expressing your views on this issue. [25] (*English HL- paper 3-May/June 2017*)



## Format:

- The format of an article is quite straightforward.
- An article usually needs a main heading that makes it clear to the reader straight away what your article is about.
- Always use paragraphs! They will give structure to your article.
- If necessary write in columns, like they do in real newspaper articles. I think it gets you extra marks!!!!
- You can use subheadings to break up writing into clear sections.

## Structure :

1. **A catchy – clever – attention grabbing and visually interesting headline!**
2. **The introduction** is one of the most important part – grab the attention of your reader, hook them in.
  1. Use drama, emotion, quotations, rhetorical questions, descriptions, allusions, alliteration and metaphors.
3. **The body** of the article needs to stick to the ideas or answer any questions raised in the introduction
  1. Try to maintain an "atmosphere" / tone / distinctive voice throughout the writing
4. **The conclusion** should be written to help the reader remember the article. Use a strong punch-line

## MAGAZINE AND NEWSPAPER ARTICLE

A magazine or newspaper article is written to inform, persuade and entertain. The style and tone of an article is determined by purpose, audience and the issue being addressed. For example, an article written for a school magazine will differ from an article written for a local newspaper or magazine.

### BEFORE YOU BEGIN, YOU NEED TO FIND OUT:

- ✓ Who is the audience?
- ✓ Who is the publication distributed or aimed at?
- ✓ What is the expected word count?

## A realistic article should consist of...

- 1. an eye-catching **title** which attracts the readers' attention and suggests the theme of the article. (Think about why you read a magazine or newspaper article recently - what made you read it?) Articles can also have subheadings before each paragraph.
- 2. an **introduction** which clearly defines the topic to be covered and keeps the reader's attention.
- 3. the **main body** of two to five paragraphs in which the topic is further developed in detail.
- 4. the **conclusion** - summarising the topic or a final opinion, recommendation or comment.

### Some points to keep in mind:

- Focus on human interest - the tone and emotion you put into the article make it either interesting or boring.
- Be clear about why you are writing the article. Is it to inform, persuade, observe, evaluate, or evoke emotion?
- Write in the active voice. In active writing, people **do** things. (Passive sentences often have the person doing the action at the end of the sentence or things being done "by" someone).



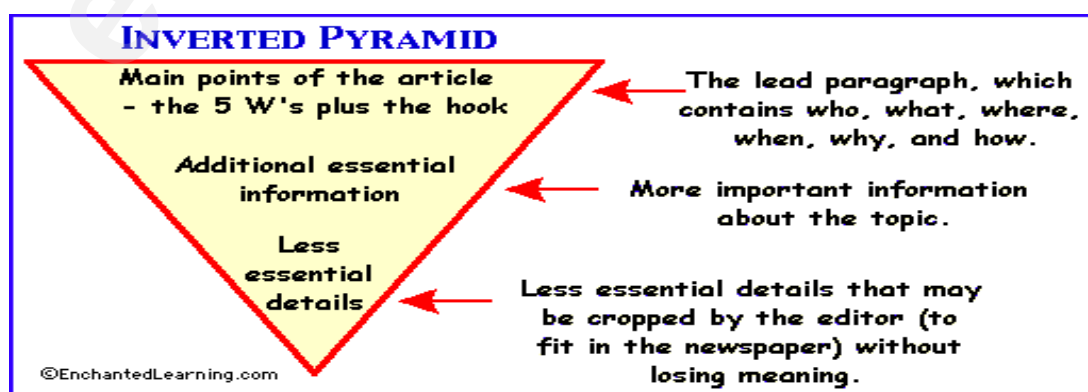
## NEWSPAPER ARTICLE

NB: in the examination you will be tested on 6 genres i.e. 6 topics on different genres will be set. Do not answer on the newspaper article if you are not comfortable with the genre even though you may be familiar with the topic.

### POINTS TO REMEMBER WHEN WRITING A NEWSPAPER ARTICLE

1. Grab the reader's attention by using an introduction which is a question or an unexpected statement linked to the topic.
2. First paragraph: In the first few sentences, answer these questions:
  - Who?
  - What?
  - When?
  - Where?
  - Why?
3. From the second paragraph through to the fourth paragraphs, give the details. It will strengthen your newspaper article if you provide one or 2 quotations from people who you may have interviewed or you read about.
4. Last paragraph: Round off your article. Your conclusion must link to the topic.
5. Write in the THIRD PERSON – he, she, it, they
6. Be OBJECTIVE
7. Use ACTIVE VERBS so that the reader can be immersed in what is being said.
8. Think of a CATCHY TITLE. If a title is provided in the question, use the given title.
9. EDIT and revise your newspaper article.
10. The STYLE should be lively, neutral or informal, speaking directly to the reader. It can be descriptive and figurative, appealing to the imagination of the readers. The STYLE will depend on the topic.
11. Names, places, times, positions and any other necessary details should be included in the article.
12. Divide your ideas into clear paragraphs. **DO NOT WRITE IN COLUMNS. This becomes very confusing for you, as the candidate, as well as for your marker.**
13. The article should stimulate interest and keep the reader absorbed.

The above points have been illustrated in the inverted pyramid below:



The following topic has been extracted from the DBE 2016 June Paper 3.

An area in your province used to be considered dangerous. Within a few months, this image changed radically.

Write a newspaper article on this positive turnaround.

**ANSWERING STRATEGY:**

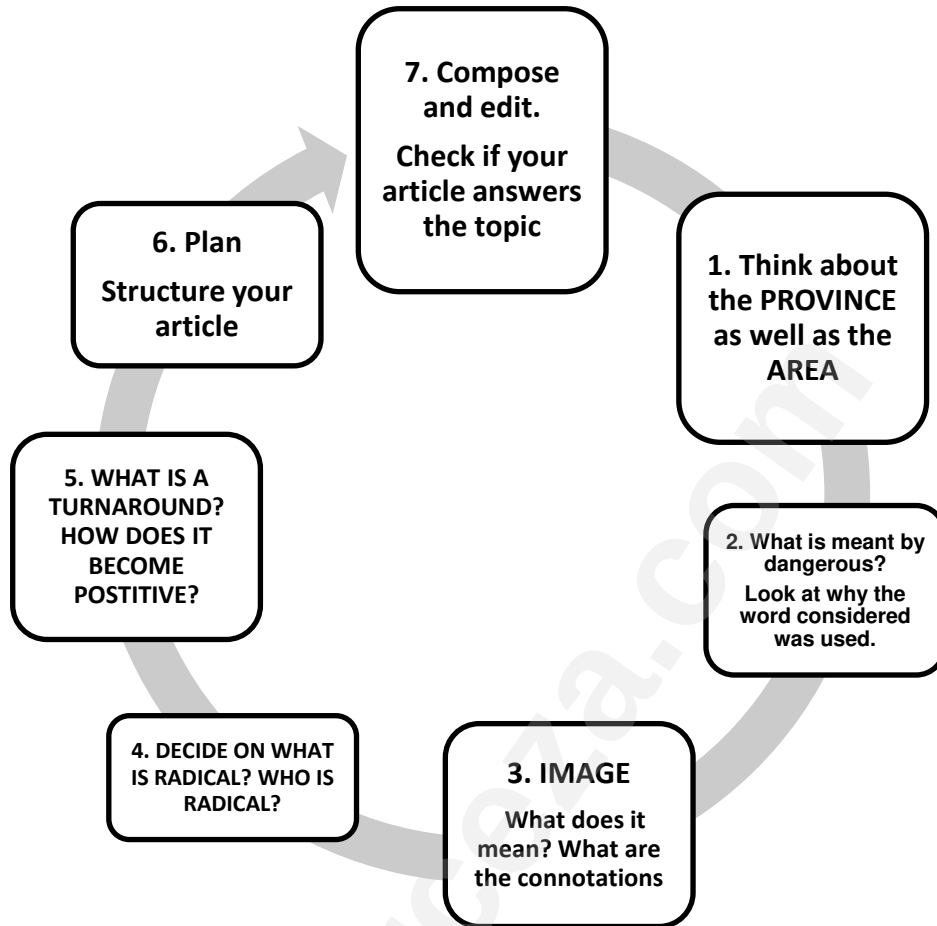
- ✓ Read the topic a number of times.
- ✓ Highlight key aspects of the topic. Consider who is writing the article; for what purpose is the article being written; who is the recipient?
- ✓ Ensure that you understand the vocabulary used in the **context** in which it appears; e.g. 'considered', 'dangerous'; 'image'; 'radically'; 'positive' 'turnaround'
- ✓ Break down the topic to build the article.



An area in your province used to be considered dangerous. Within a few months, this image changed radically.

Write a newspaper article on this positive turnaround.





**NOW: Use the above strategy to answer the following topic extracted from DBE/November 2015 Paper 3**

Reality television shows are often slated for cheap sensationalism.

Write a newspaper article, expressing your views on reality television shows.

## MAGAZINE ARTICLE

NB: in the examination you will be tested on 6 genres i.e. 6 topics on different genres will be set. Do not answer on the magazine article if you are not comfortable with the genre even though you may be familiar with the topic.

### PURPOSE OF THE MAGAZINE ARTICLE

- The question will tell you what the purpose of the magazine article is.
- The article is usually intended to inform, educate, engage, persuade, convince and entertain among other purposes.
- Depending on the topic, the article:
  - \*provides you with an opportunity to give your opinion/view/arguments for and against the topic,
  - \*deal with problems and solutions,
  - \*give advice and
  - \*make suggestions/recommendations/provide solutions.
- Consider the purpose before writing the article. The purpose will determine the style of the article. Will it be lively, serious, informal, entertaining? The purpose will help you determine how much fact and opinion the article will have.

### STRUCTURE OF THE MAGAZINE ARTICLE

1. There should be a catchy, clever, attention-grabbing and visually interesting headline.
2. If necessary, and you are able to do so, include a by-line.
3. The **INTRODUCTION** is one of the most important parts of your magazine article. It MUST:
  - grab the attention of the reader,
  - indicate, implicitly, if not explicitly, who your article is targeting,
  - HOOK the reader and
  - get the reader's undivided attention.
4. If you fail to grab the reader's attention in the introduction, the reader will not continue with the article. Remember that the magazine article is written for a wide audience. Therefore not only do you have to attract the reader's attention; you will also have to ensure that you sustain it.
5. The **BODY** of the article needs to expand on the introduction. It must:
  - relate to the topic,
  - link to the introduction,
  - provide details/further ideas and
  - answer any questions raised in the introduction.The BODY should consist of more than one paragraph.

6. The **CONCLUSION** should be written to help the reader remember the article. It must:
  - link to the introduction and
  - be a firm and convincing conclusion.
7. Make **judicious** use of quotations, figurative devices, good choice of words (diction), imagery, rhetorical questions. However, it must not be overdone, or over the top.
8. You may include descriptions, anecdotes, reported speech.
9. Avoid clichés.
10. You should give opinions, thoughts and facts.
11. It is necessary that when you put forth your opinion, that you argue your point convincingly and clearly.
12. Your article must have a sincere **TONE**.
13. Maintain a strong, convincing **VOICE** throughout the article.

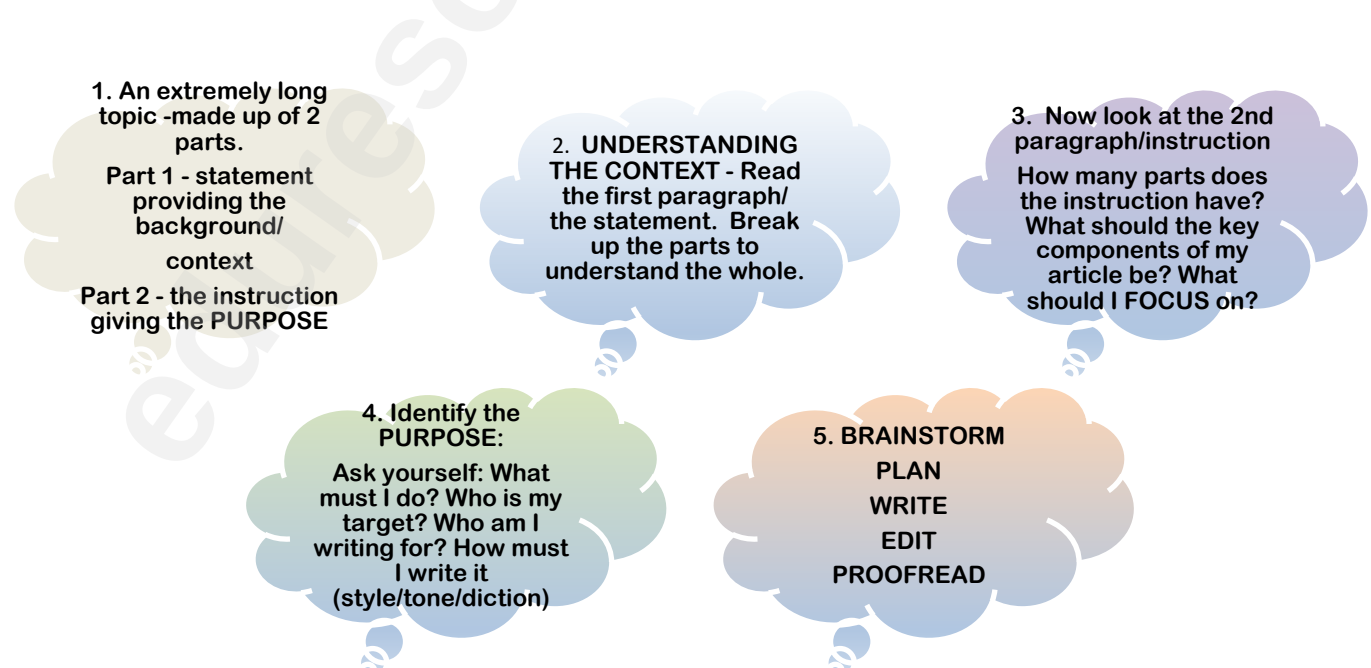
**The following topic has been extracted from the DBE 2016 November Paper 3.**

A group of ex-convicts and former gang leaders started a youth development programme in your community. The success of this programme deserves praise.

Write an article, to be published in a magazine, in which you highlight the successes of the project and convince the readers that a similar project should be initiated in other communities.

### **ANALYSE THE TOPIC BEFORE ANSWERING**

**KEY OBSERVATIONS ON THIS TOPIC WHICH YOU SHOULD KEEP IN MIND IF GIVEN A LENGTHY TOPIC IN THE EXAM.**



### ANSWERING STRATEGY:

- ✓ Read the topic a number of times.
- ✓ Highlight key aspects of the topic. Consider who is writing the article; for what purpose is the article being written; who is the recipient?
- ✓ Ensure that you understand the vocabulary used in the **context** in which it appears: e.g. 'ex-convicts', 'gang leaders'; 'projects'; 'convince'; 'initiated'.
- ✓ Break down the topic to build the article.



**This is the first paragraph/ the statement.**

A group of **ex-convicts** and former **gang leaders** started a **youth development programme** in your community. The **success** of this programme **deserves praise**.

- ✓ Brainstorm what is meant by a '**youth development programme**'. What could it be/comprise of? What would youth do in such a programme?
- ✓ What made the programme a **success**? Why should it be **praised**?

Where will the article be published?

What must you do?

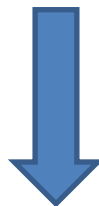
Write an article, (to be published in magazine), in which you **highlight** the **{successes of the project}** and **convince the readers that a similar project should be initiated in other communities.**

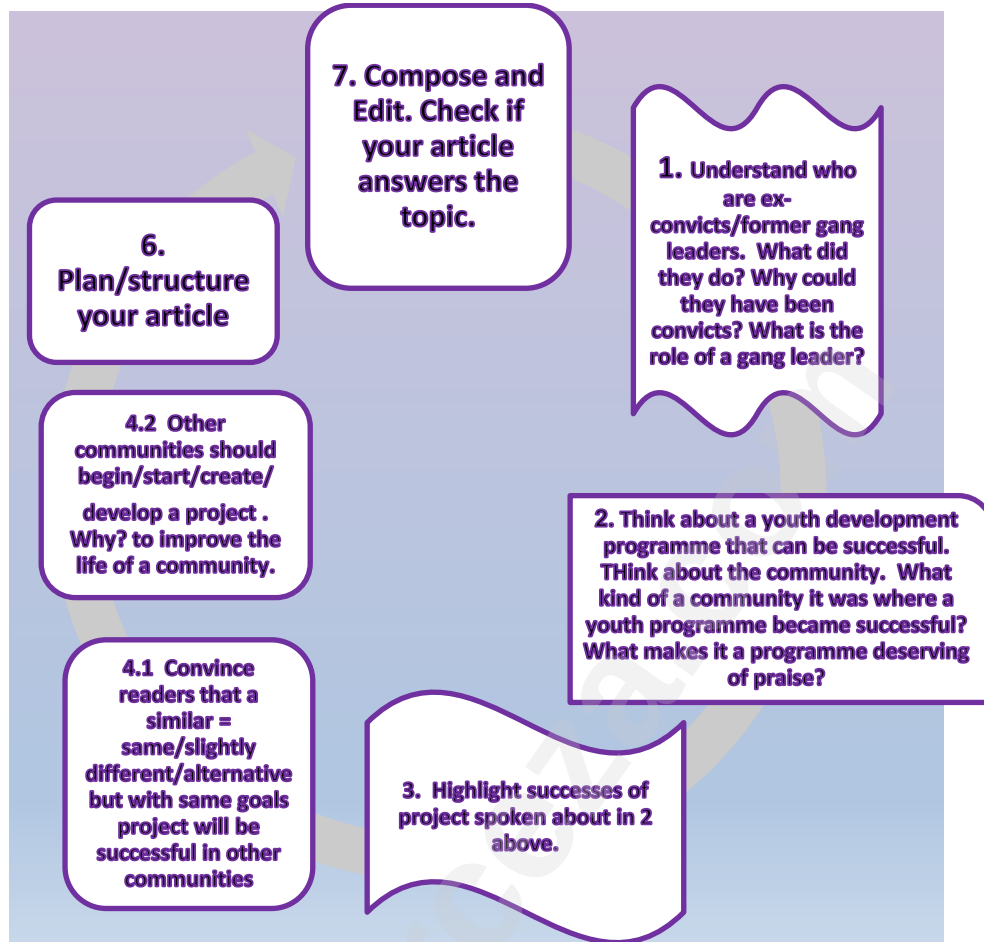
**This is the second paragraph/instruction/purpose**

What must you highlight?

PURPOSE?

What must the readers be convinced about?





**NOTE WELL:**

The above topic is somewhat more challenging than the topic given for the newspaper article. It has more layers and therefore there is much more to unpack before you can even begin to answer it. So choose carefully in the examinations.

**NOW: Use the above strategy to answer the following topic extracted from DBE/November 2015 Paper 3**

You have been approached by the Editor of a popular magazine to start a column for young South Africans entering the job market.

Write a (magazine) article, titled 'Your future could be on-(the)-line', for publication in the next issue.

ADDITIONAL INFORMATION:

## Audience:

- You will usually be given the target audience that your article is for in the question (e.g. young children, teenage girls/boys, the elderly etc...)
- The question will tell you the type of publication for the article and the intended audience.
- The style and tone of your article is very important as an article written for a school magazine would be very different from that of an article written for a national/local newspaper.

## The kinds of articles

- |                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• <u>Formal newspaper</u></li><li>• <i>(writing about an incident etc)</i></li><li>• Chronological order</li><li>• Headline</li><li>• Past tense</li><li>• Third person</li><li>• Quotes from experts/witnesses</li><li>• First para – Who? What? When? Where? How?</li></ul> | <ul style="list-style-type: none"><li>• <u>'Lively' newspaper/magazine article</u></li><li>• Non-chronological</li><li>• Headline</li><li>• Past or present tense</li><li>• Third or first person</li><li>• Quotes from experts/witnesses</li><li>• First paragraph-refer to topic</li><li>• Each paragraph builds up the argument or opinion</li><li>• Link the last paragraph back to the first</li></ul> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## DIALOGUE/INTERVIEW

### What is Dialogue

- We think of dialogue as conversation between characters in drama and literature.
- But in any fictional medium, dialogue isn't really conversation – it is the illusion of conversation.
- Real conversation is random, repetitive, and often pointless, while dramatic dialogue is ordered and purposeful.

### Some basic rules

- Phrases like *he said* and *she said* are part of the quote and part of the same sentence.
  - “Bring me a spoon,” he said.
- If character action isn't tied to the quote, then the quote is a sentence and the action is a new sentence.
  - She brought the spoon. “Here you go.”
- If you show who's talking in the middle of a quote, the whole statement is one sentence.
  - “If you're going to sleep,” Mary said, “then I'm leaving.”

## DIALOGUE/INTERVIEW

- A **dialogue** is a conversation between two people. It is a record of the exchanges as they occur, directly from the speaker's point of view.
- An **interview** is similar to a dialogue. The major **difference** is that the one speaker probes the other by asking questions.

When writing a dialogue/interview:

### FORMAT

- Write the names of the characters on the left side of the page.
- Use a color after the name of the character who is speaking.
- Use a new line to indicate each new speaker.
- Avoid using long greetings and introductions – respond to the brief in the question.
- Advice to characters (or readers) on how to speak or present the action must be given in brackets before the words are spoken.
- Sketch a scenario before you start writing.

What Age?

What is fortune?

## TOPIC: INTERVIEW

NSC NOVEMBER 2018:

1  
A **young adult** recently experienced a **dramatic change** in **fortune**.

2  
As a **talk show host** of a popular **television/radio programme**, **write the interview** that takes place between you and this young adult.

Define  
dramatic

Context of the interview

Focus on probing/relevance of questions

2 Characters involved

## TOPIC: DIALOGUE

Context of the  
conversation

It is an exchange of  
words/ideas.

NSC JUNE 2018:

While waiting in a **slow-moving queue** you engage in a **conversation** with the **person ahead of you**. The conversation takes **an unexpected turn**.

Write the conversation.

Characters involved

Key element of the topic:  
ensure that there is a turn.

## ACTIVITY

You are finalising your written strategy for achieving good academic results in 2019. Your parent/guardian is not particularly happy about how you plan to go about it. Write a dialogue that takes place between the two of you.

## REMEMBER:

- The context of the interview / dialogue.

- The characters involved.
- The key element(s) of the topic.

Do Now:

Writing Dialogue

Write what the characters are saying in this blank comic strip.



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