



Edexcel IGCSE English Language A Paper 1 - Section B Transactional Writing - Rapid Revision Guide

FORMAT	QUICK STRUCTURE	DIRECT ADDRESS	RHETORICAL QUESTIONS	FACTS / STATISTICS	EMOTIVE LANGUAGE	TRIPLETS	IMPERATIVES	PERSONAL / INCLUSIVE PRONOUNS	COUNTER ARGUMENT	STRUCTURAL / STYLE TIPS
SPEECH	Greeting → Hook → Main Arguments → Counter-Argument → Emotional Ending	<i>"Students, we cannot ignore this issue any longer."</i>	<i>"How much longer must we wait?"</i>	Use believable statistics to sound authoritative	Strong emotional appeals work very well	<i>"Unsafe, unfair and unacceptable."</i>	<i>"Act now." "Think carefully."</i>	Heavy use of "we", "us", "you"	Acknowledge concerns before rebutting	Dynamic tone. Short sentences for impact. Build momentum throughout.
ARTICLE	Headline → Introduction → Main Ideas → Balanced View → Conclusion	<i>"Many of us experience..."</i>	Excellent for headlines and subheadings	Blend facts naturally into argument	Emotional but controlled	Great in openings and conclusions	Use sparingly	Use "we" to engage readership	Very effective for balanced discussion	Use headline + optional strapline. Feels polished and professional.
LETTER	Greeting → Purpose → Arguments → Counter-Argument → Final Appeal → Sign Off	<i>"You must consider..."</i>	Effective when challenging reader	Helps sound mature and credible	Emotional appeals should remain controlled/formal	Excellent for persuasive conclusions	Strong for recommendations /demands	<i>"We deserve..." "Our community..."</i>	Essential for high-level balance	Clear logical progression. Formality depends on the recipient.
LEAFLET	Heading → Intro → Subheadings → Advice/Tips → Conclusion	<i>"If your child is struggling..."</i>	Useful in headings	Facts help advice feel trustworthy	Softer emotional tone	Useful for summaries/tips	Excellent for advice	<i>"You can help by..."</i>	Less argumentative, more reassuring	Use subheadings + occasional bullet points. Clear and organised.
GUIDE	Title → Intro → Step-by-Step Sections → Recommendations	<i>"You should always..."</i>	Good for engaging reader	Facts make advice practical	Usually lighter/less dramatic	Helpful for summaries	One of the BEST formats for imperatives	Direct "you" throughout	Usually minimal	Feels instructional and supportive rather than persuasive.
REVIEW	Introduction → Positives → Negatives → Overall Judgement	<i>"You immediately notice..."</i>	<i>"What makes this place special?"</i>	Use details/examples rather than statistics	Strong descriptive and/or emotional language	Effective for praise/criticism	Rarely used heavily	Personal voice works well	Compare positives and negatives	Balanced judgement throughout. Personal but controlled tone.

DEVICE	PURPOSE	QUICK EXAMPLE
Direct Address	Engages audience personally	<i>"You deserve better."</i>
Rhetorical Question	Forces audience to think	<i>"Is this really the future we want?"</i>
Emotive Language	Creates emotional reaction	<i>"Children are suffering silently."</i>
Facts & Statistics	Adds credibility	<i>"70% of students report stress."</i>
Triplets	Creates rhythm/emphasis	<i>"Exhausted, anxious and overwhelmed."</i>

DEVICE	PURPOSE	QUICK EXAMPLE
Imperatives	Commands audience	<i>"Take action now."</i>
Inclusive Pronouns	Builds unity	<i>"We must work together."</i>
Anecdotes	Makes writing personal/realistic	<i>"Last year, my younger brother..."</i>
Counter-Argument	Shows maturity/balance	<i>"While some argue..."</i>
Hyperbole	Adds dramatic emphasis	<i>"A mountain of pressure."</i>