

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

1	Form	What are you being asked to write? The shape, structure and conventions of the letter.
2	Audience	Who are you writing for? The people the writer is writing for. The specific readers or listeners they have in mind while writing.
3	Purpose	What are you trying to achieve? The reason why the text is being written. The aim or goal of the text.
4	Style	Formal or informal? Tone? The attitude of the writer and the way in which it is conveyed. The tone creates the mood, atmosphere and perspectives within the text.

Conventions of a Letter

1	Address	Your address and date in the top right of the page. Address of the person you are writing to on the left.
3	Salutation	Salutation: e.g. Dear Mrs Smith or Dear Sir/Madam.
4	Contents	Now write the contents of your letter using your best ideas and the writer's methods.
5	Ending	End your letter with either <i>Yours sincerely</i> (if you used Dear Mrs Smith) or <i>Yours faithfully</i> (if you used Dear Sir/Madam)
6	Signature	Sign your signature at the end of your letter then print your name in capitals.

Discourse Markers

1	Firstly	7	Importantly
2	Secondly	8	Significantly
3	Subsequently	9	In particular
4	Finally	10	Additionally
5	In conclusion	11	Alternatively
6	Furthermore	12	Nevertheless

Writer's Methods

1	Anadiplosis	Repeating a word from the end of one sentence to the beginning of the next often shows the cause/effect element to an argument.
2	Anaphora	Repeating a word/phrase at the start of successive clauses makes your argument sound more convincing.
3	Anecdote	Makes the audience understand the argument more clearly by making it relevant to their everyday experiences.
4	Emotive Language	Makes the audience feel emotional in some way and engages them fully.
5	Hyperbole	Adds emphasis and makes something seem extreme; shows passion and conviction.
6	Humour / Sarcasm	Makes the audience laugh and engages them more. Entertaining and memorable.
7	Imperative	Instructs someone to do something; sounds forceful and like there is no choice.
8	Personal Pronouns	Audience feel like they are being spoken to directly and included.
9	Repetition	Restates a point to make it memorable, emphasises or drums something in to the listener. Sounds catchy.
10	Rhetorical Question	Makes the audience really think about the point being made. Often used to influence their thinking or beliefs.
11	Statistics	Makes it sound like something is factually correct and backed up with evidence, convincing.
12	Triplet	Lists 3 items so audience feels the point is significant, but remains memorable.