positive regulation of transcription, DNA-templated (GO:0045893) regulation of transcription by RNA polymerase II (GO:0006357) positive regulation of transcription by RNA polymerase II (GO:0045944) negative regulation of transcription, DNA-templated (GO:0045892) regulation of transcription, DNA-templated (GO:0006355) regulation of apoptotic process (GO:0042981) negative regulation of transcription by RNA polymerase II (GO:0000122) negative regulation of cellular macromolecule biosynthetic process (GO:2000113) regulation of intracellular signal transduction (GO:1902531) negative regulation of nucleic acid-templated transcription (GO:1903507)