positive regulation of transcription, DNA-templated (GO:0045893) positive regulation of transcription by RNA polymerase II (GO:0045944) regulation of transcription by RNA polymerase II (GO:0006357) regulation of transcription, DNA-templated (GO:0006355) negative regulation of transcription, DNA-templated (GO:0045892) regulation of apoptotic process (GO:0042981) positive regulation of nucleic acid-templated transcription (GO:1903508) negative regulation of programmed cell death (GO:0043069) negative regulation of cellular macromolecule biosynthetic process (GO:2000113) negative regulation of apoptotic process (GO:0043066)