



# Transitions

Bowker Comm 390

# How Can I Improve My Writing?

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- ▶ 1. Listen to the CBC radio news, it will train your ear for correct grammar, usage and pronunciation.
- ▶ 2. Read good writing such as *Esquire*, the *Economist*, the classics.
- ▶ 3. Pick up a copy of Strunk & White's *Elements of Style* and take a walk through it.
- ▶ 4. Evaluate every sentence you write to make sure it is efficient and essential.
- ▶ 5. Use headings and subheadings to guide your reader.
- ▶ 6. Use bullet points, but do so judiciously.



# Listen to the CBC Radio

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- ▶ It will improve your **grammar**, **vocabulary** and **pronunciation**
    - ▶ the CBC has strict guidelines for language
  - ▶ It will train your ear to notice what is correct and what isn't
  - ▶ The news is presented in a tone and style that is very similar to business writing: clear, direct and easy to follow.
  - ▶ TV will distract you and provide too many non-verbal cues
  - ▶ **AND** it's important to be well informed if you wish to think strategically
- 



**690 am**  
**88.1 fm**  
**105.7 fm**  
[cbc.ca/worldreport/](http://cbc.ca/worldreport/)



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- ▶ **Listen to Mozart**
  - ▶ He had the best rhythm in the history of rhythm
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# Transitions

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# Coherence

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Lead your reader  
along one  
continuous path.



# Focus on the Flow

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- ▶ All sentences flow together
- ▶ Paragraphs and sections are linked
- ▶ Sub-topics are presented logically



# Transitions

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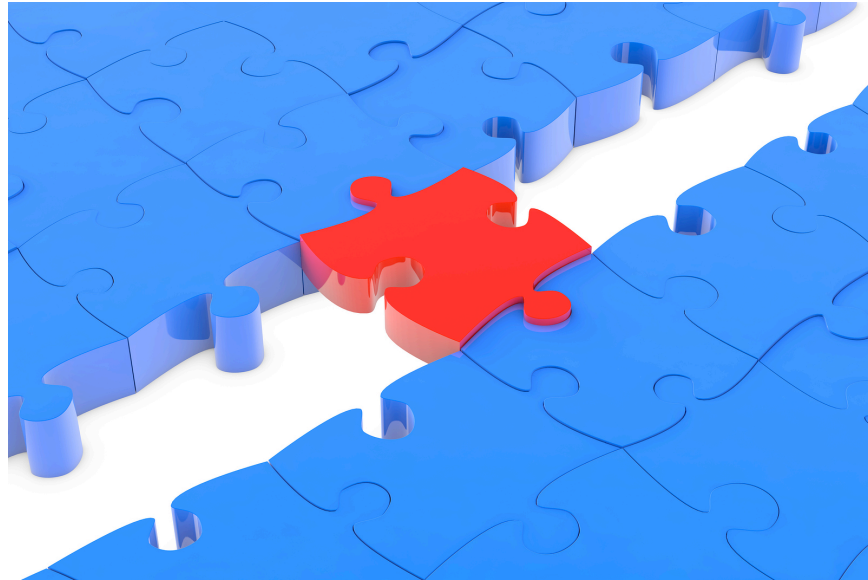
- ▶ Aid the reader by guiding them from one point (or set of points) to another
  - ▶ Why did you move on to a new idea?
  - ▶ How is it related?
- ▶ In a longer report, an entire paragraph might form the transition
- ▶ Echo words or phrases
- ▶ Use connecting words: however, nonetheless, in addition



# Transition Types

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- ▶ Causal relationship (cause and effect)
- ▶ Comparison
- ▶ Contrast
- ▶ Condition
- ▶ Intensification
- ▶ Summary





# Create Unity and Coherence

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- ▶ Use but **don't overuse** transition words
    - ▶ *As a result, for example, therefore*
  - ▶ Use synonyms
    - ▶ *The organization recently... the company recently...*
  - ▶ Echo a word or phrase from a previous paragraph or sentence
    - ▶ *A system should be established for tracking inventory levels. This system will....*
  - ▶ Use a pronoun that refers to a noun used previously
    - ▶ *Mrs. Wong is the President. She works in Hong Kong.*
  - ▶ Use words that belong to the same domain
    - ▶ *My family lives in BC. My sister has recently.....*
  - ▶ Use opposites
    - ▶ *The machine has a minimum output of....Its maximum output is....*
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# Transitions

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**Transitions.** Use a *conjunction* or *conjunctive adverb* to link sentences with particular logical relationships.

▶ **Identity.** Indicates sameness.

▶ *that is, that is to say, in other words, ...*

▶ **Opposition.** Indicates a contrast.

▶ *but, yet, however, nevertheless, still, though, although, whereas, in contrast, rather, ...*

▶ **Addition.** Indicates continuation.

▶ *and, too, also, furthermore, moreover, in addition, besides, in the same way, again, another, similarly, a similar, the same, ...*

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# Transitions con't

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- ▶ **Cause and effect.**

- ▶ *therefore, so, consequently, as a consequence, thus, as a result, hence, it follows that, because, since, for, ...*

- ▶ **Indefinites.** Indicates a logical connection of an unspecified type.

- ▶ *in fact, indeed, now, ...*

- ▶ **Concession.** Indicates a willingness to consider the other side.

- ▶ *admittedly, I admit, true, I grant, of course, naturally, some believe, some people believe, it has been claimed that, once it was believed, there are those who would say, ...*

- ▶ **Exemplification.** Indicates a shift from a more general or abstract idea to a more specific or concrete idea.

- ▶ *for example, for instance, after all, an illustration of, even, indeed, in fact, it is true, of course, specifically, to be specific, that is, to illustrate, truly, ...*

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# Transition Examples

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- ▶ While FIFA provides a good marketing opportunity, the allegations of corruption with which it has been accused, make it a problematic business partner.
- ▶ While viewership is robust and increasing, there are many risks inherent in a sponsorship with an organization under as much scrutiny as FIFA.
- ▶ A FIFA sponsorship has been a very profitable investment for both Adidas and Coca-Cola, however the same is not likely to be true for Feel Good Foods.
- ▶ Despite its corruption scandals, a Millward Brown (2014) study revealed that the 2014 World Cup significantly increased consumer perception of FIFA's sponsors.



This creates cohesion.

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# Adjectives

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# Adjectives are Assistants

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- ▶ Show don't tell.
- ▶ Weak: huge, lots, great, very, little (imprecise)
- ▶ **Strong: significant, substantial, difficult, complex, recent**
- ▶ E.g. Beckham has enjoyed an unparalleled career characterized by dramatic fame and fortune.



# Adjectives

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- ▶ Above chart
- ▶ Attached report
- ▶ Don't make claims that are too big

Positive	Comparative	Superlative
rich	richer	richest
lovely	lovelier	loveliest
beautiful	more beautiful	most beautiful



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End

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