## Introduction
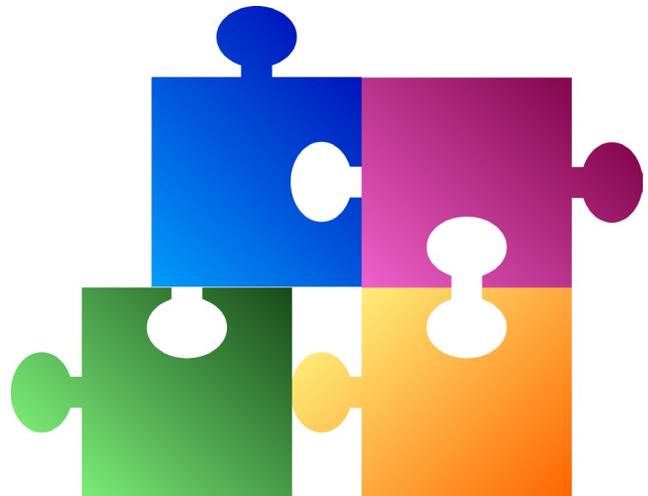
Cohesion is part of writing style. It means using special words and phrases that make sentences that go together well. Paragraphs with cohesion are easy to understand.

Look at the two pictures below. Which one do you think shows cohesion?

Picture A
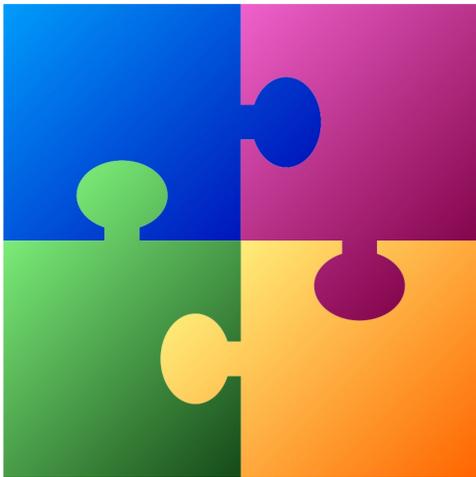
Picture B

## Part 1: Introduction

There are two groups of words and phrases that create cohesion: pointers and transitions.

## Part 2: Pointers

POINTERS are words and ideas that are repeated in a paragraph. The words and phrases have similar meanings. It would be boring to read the exact same word in a paragraph, so we use:

1. Synonyms (e.g. big and large)
2. Pronouns (e.g. it)
3. Variations (e.g. baseball game, ball game)
4. Repetition of phrases or grammatical structures (e.g. "You can fool all the people some of the time, and some of the people all the time, but you cannot fool all the people all the time.")

## Part 3: Transitions

TRANSITION words indicate changes and links. They can show:

1. Sequence (e.g. first, second, third)
2. Place (e.g. beside, next, to the right)
3. Differences (e.g. in contrast, on the other hand)
4. Similarities (e.g. like, in the same way)
5. More information (e.g. in addition, also, moreover)
6. Examples (e.g. for example, such as)
7. Summary (e.g. after all, in conclusion)
8. Results (e.g. because, therefore, so that)

**Text Example**

Read the text below. Find examples of pointers and transition words and write them in the boxes.

**THE GLOBAL VIDEO GAME INDUSTRY**

Video games are serious business. In 2015, people around the world spent $111 billion on home electronic fun, such as software, game consoles and accessories as well as mobile and on-line options like apps, subscriptions, and digital content. It's a large, important, worldwide industry that has been around for just about 25 years. The gaming sector, often called the interactive entertainment industry, may be young but it's financially more successful than the world's most famous entertainment technology, movies, which had revenues of $39 billion last year. In addition, games are also bigger than older global industries like wine production ($60 billion) and music ($15 billion). In conclusion, the video game entertainment industry is big business and looks to become even bigger as experts say it could grow to $150 billion by 2020 because of developments in reality and virtual markets.

Pointers (repeated words and ideas)

| Synonyms | Pronouns | Variations |
|----------|----------|------------|
|          |          |            |

Transition Words and Phrases

| Similarities | Examples | Summary | Results |
|--------------|----------|---------|---------|
|              |          |         |         |

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### Pointers (repeated words and ideas)

| Synonyms | Pronouns | Variations |
|---|---|---|
| • sector - industry<br>• worldwide - global<br>• interactive entertainment industry - home electronic fun - video games<br>• big - large | • It's - video game business<br>• it - video game entertainment industry | • big - even bigger |

### Transition Words and Phrases

| Similarities | Examples | Summary | Results |
|---|---|---|---|
| • as well as<br>• in addition<br>• also | • such as<br>• like | • in conclusion | • because of |