

TRANSITIONS

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TRANSITIONAL EXPRESSIONS

<i>To indicate addition:</i>	moreover in addition lastly also	again first furthermore
<i>To indicate contrast:</i>	however yet on the other hand	but nevertheless after all
<i>To indicate comparison:</i>	similarly correspondingly	likewise
<i>To indicate summary:</i>	in sum on the whole overall	to sum up in general
<i>To indicate time relations:</i>	at length shortly formerly soon later	meanwhile afterward now then
<i>To indicate place relations:</i>	nearby next to	beyond opposite from

WORK TO INCLUDE TRANSITIONS. As you write, link paragraphs with appropriate transitions. In longer paragraphs, transitions may be needed between some sentences. Try to achieve coherence and a sense of movement. Your copy should flow, have rhythm, not seem like a group of unrelated paragraphs haphazardly placed together. Organizing information into a logical sequence is important, but within that structure, you must use transitions so that the copy progresses smoothly and the reader has no trouble understanding. Think of the copy as a winding path and transitions as the signposts to help lead the way.

Possible Transitions

Single Words: for, also, finally, therefore, nevertheless, furthermore, meanwhile

Phrase: on the other hand, in addition, in response, others agreed

Clause: when this has been done, if this is the case

Sentence: A second factor needs to be considered.

Repeat a Key Word: This is one of the most-used transitional devices. In copy about Homecoming, for example, the key word "Homecoming" will usually appear a number of times, often with other transitional words. Example: "In addition, Homecoming..."

Concentration was the name of the game when the Chess Team eliminated top contenders from around the state to capture its first state championship.

The *team*, eight members strong, kept silent vigil as players won individual match after individual match.

Inherent in the Meaning: Commonalty of the subject matter that links the paragraphs without use of actual words or devices; a natural progression of information on an event or subject.