

Transitions from one idea to the other can play a major role in making your writing either impressive or confusing. Use words that provide links between the main idea and supporting ideas. You can use different linking words, depending on the function that you want them to perform. For example:

- **To indicate an addition:** moreover, in addition, secondly, besides, next, also, additionally, as well as, further, in the same manner, likewise, furthermore
- **To indicate a conclusion:** so, therefore, in such cases, thus, all in all, in brief, hence, as a result
- **To introduce an example:** for example, for instance, in some cases, specifically, namely
- **To indicate a contrast:** however, on the other hand, on the contrary, by contrast, although, instead, rather than
- **To indicate a time or frequency:** in general, on the whole, in most cases, frequently, rarely, at other times, mostly

### Technique of choosing the right words, expressions, and sentences

Repetition of words and phrases should be avoided unless they serve some particular purpose in the essay.

#### EXAMPLE

*If you do not understand the seriousness of the situation, in all seriousness, I think that you should look for another job.*

The sentence would have been more effective and clear without the repetition of *seriousness*. A rephrasing could be:

*If you do not understand the seriousness of the situation, in my opinion you should look for another job.*

Avoid redundancy in language. Do not repeat information needlessly. Avoiding redundancy also means avoiding the use of words, which serve no purpose in a sentence.

Look at the following sentences:

*We knew nothing at all about his past history. But still, as he had helped us with his new innovations, we told him all the actual facts without hiding anything and gave him heartfelt thanks for his help. The first and foremost thing for us to do now, was to find a good place where he could hide himself.*

Now look at the tighter, trimmed down version:

*We knew nothing about his past, but as he had helped us with his innovations, we told him the facts and thanked him for his help. Now we had to find a good place for him to hide.*

What we have done above is to simply

- Cut down on words that were redundant—*past history* has been changed to *past*, *new innovations* to *innovations*, *actual facts* to *facts* and *grateful thanks* to *thanks*.
- Avoided repetition—*all the facts without hiding anything* is the same as *the facts*.
- Removed phrases that are useless—*The first and foremost thing for us to do now* has been replaced by *Now we had to*.