

WRITING MECHANISM

5TH LECTURE

(UNITY AND COHERENCE)

UNITY

All paragraphs have a **topic sentence**, several **supporting sentences**, and a **concluding sentence**.

Supporting sentences are usually specific and give facts or examples to support the topic sentence.

These sentences **must be directly related to the main idea** to give your paragraph **unity** and make it strong and clear.

^{TS}Some film companies work together to make movies. ^{SS}Disney and Pixar make animated films. ^{SS}Disney and Pixar sometimes work together. ^{SS}Pixar encourages creative thinking. ^{CS}Film companies that work together can create more innovative movies.

- The paragraph **does not have good unity**.
- The first two supporting sentences are directly related to the main idea in the topic sentence.
- However, the **third supporting sentence does not support the topic sentence**, it does not relate to the idea that some companies work together.

Check (✓) the paragraph that has better unity.

- a. Innovation is important to the people at Pixar. Pixar uses new technology in their films. The artists at Pixar are encouraged to be creative. Managers want employees to use their imaginations. Most people agree that this company values new ideas.
- b. Innovation is important to the people at Pixar. Pixar uses new technology in their films. The artists at Pixar are encouraged to be creative. Pixar is located in Emeryville, California. Most people agree that this company values new ideas.

- 2 Read the topic sentence. Check (✓) six supporting sentences that will help give the paragraph unity.**

Topic Sentence: Many people believe the clothing company Patagonia offers excellent benefits to employees.

- a. Patagonia believes it is important for their employees to be happy and healthy.
- b. For instance, many employees take time off to surf, climb mountains, or hike.
- c. Hiking is a popular sport in many parts of the United States.
- d. Another benefit that Patagonia offers its employees is child care.
- e. Employees can bring their children to work.
- f. Child care in some cities can be very expensive.
- g. Employees are also rewarded for driving hybrid cars.
- h. The best parking spots are saved for people who drive those types of cars.
- i. Environmentally friendly cars are becoming increasingly popular in the United States.
- j. Patagonia is very lucky to have such healthy employees.

- 2 Match each topic sentence (1–7) with the correct supporting sentence (a–g) that relates to the main idea.**

- ___ 1 Pixar employees have many unusual benefits.
 - ___ 2 Pixar has a creative work environment.
 - ___ 3 Most Pixar employees are satisfied with their jobs.
 - ___ 4 Pixar has had a great deal of success.
 - ___ 5 The company is proud of its diversity.
 - ___ 6 Many animation companies started in California.
 - ___ 7 Pixar has started to use modern technology to create its films.
- a For example, they made their first 3D movie in 2009.
 - b Employees are expected to use their imaginations.
 - c There are employees from many backgrounds.
 - d Its films have won more than 200 awards.
 - e For example, some employees can go to work in the afternoon.
 - f For example, the Walt Disney Company started near Los Angeles.
 - g They enjoy going to work every day.

Coherence

1/ The **right ORDER** of the ideas in the writing with related ideas near each other.

2/ **Repetition of important words** by using **synonyms** of a word and replace some nouns with **pronouns**.

3/ The use of **Transition Words**.

Product placement is a strategy used for a wide variety of products. Computer companies often use product placement to advertise. **Some of them** started using product placement in the mid-1980s. Cola companies also have used **it** since the 1980s. **Today**, actors may drink **soft drinks** in movies to advertise the product. **It is clear that** product placement can be an effective strategy for many different **brands**.

I Check (✓) the paragraph that is more coherent.

- a. In the 1980s, two movies used product placement successfully to promote candy. In the 1985 movie *The Goonies*, two actors shared a bag of candy. In *E.T.*, the main character ate a certain candy. In 1982, *E.T.* was a popular movie that used product placement. The candy was a part of the story, but it was also advertising the product.
- b. In the 1980s, two movies used product placement successfully to promote candy. In 1982, *E.T.* was a popular movie that used product placement. In *E.T.*, the main character ate a certain candy. In the 1985 movie *The Goonies*, two actors shared a bag of candy. The candy was a part of the story, but it was also advertising the product.

1. To signal <u>addition</u> of ideas	and, also, besides, further, furthermore, too, moreover, in addition, then, of equal importance, equally important, another
2. To signal <u>time</u>	next, afterward, finally, later, last, lastly, at last, now, subsequently, then, when, soon, thereafter, after a short time, the next week (month, day, etc.), a minute later, in the meantime, meanwhile, on the following day, at length, ultimately, presently
3. To signal <u>order</u> or <u>sequence</u>	first, second, (etc.), finally, hence, next, then, from here on, to begin with, last of all, after, before, as soon as, in the end, gradually
4. To signify <u>space</u> and <u>place</u>	above, behind, below, beyond, here, there, to the right (left), nearby, opposite, on the other side, in the background, directly ahead, along the wall, as you turn right, at the tip, across the hall, at this point, adjacent to
5. To signal an <u>example</u>	for example, to illustrate, for instance, to be specific, such as, moreover, furthermore, just as important, similarly, in the same way
6. To show <u>results</u>	as a result, hence, so, accordingly, as a consequence, consequently, thus, since, therefore, for this reason, because of this
7. To signal <u>purpose</u>	to this end, for this purpose, with this in mind, for this reason, for these reasons
8. To signal <u>comparisons</u>	like, in the same (like) manner or way, similarly
9. To indicate <u>contrast</u>	but, in contrast, conversely, however, still, nevertheless, nonetheless, yet, and yet, on the other hand, of course, on the contrary, or, in spite of this, actually, a year ago, now, notwithstanding, for all that, strangely enough, ironically
10. To signal <u>alternatives</u> , <u>exceptions</u> , and <u>objections</u>	although, though, while, despite, to be sure, it is true, true, I grant, granted, I admit, admittedly, doubtless, I concede, regardless
11. To <u>dispute</u>	it isn't true that, people are wrong who say that, deny that, be that as it may, by the same token, no doubt, we often hear it said, many people claim, many people suppose, it used to be thought, in any case
12. To <u>intensify</u>	above all, first and foremost, importantly, again, to be sure, indeed, in fact, as a matter of fact, as I have said, as has been noted
13. To <u>summarize</u> or <u>repeat</u>	in summary, to sum up, to repeat, briefly, in short, finally, on the whole, therefore, as I have said, in conclusion, as you can see

1 Read the paragraph and check (✓) the correct answers.

Advertising in video games is on the rise. More than 100 million adults and teenagers play video games in the United States, and businesses are taking advantage of this. To conclude, advertisers began paying video game companies to include ads for their products. Second, they started to use product placement in certain games. In summary, a video-game character might drink a specific brand of cola or drive a certain kind of car. As a result, video game companies make a lot of money from advertising. For instance, businesses spent \$56 million last year on advertisements. For example, experts say that even more money will be spent on marketing in video games in the future.

- 1 Why do the transition words and phrases in this paragraph make it less coherent?
 - a. There are too many transition words and phrases.
 - b. Some transition words and phrases are used incorrectly.
- 2 Why does the order of sentences in this paragraph help make it more coherent?
 - a. Sentences with similar ideas are near each other.
 - b. Sentences about different ideas are added to the end of the paragraph.
- 3 Important words in this paragraph
 - a. are repeated, and sometimes synonyms are used.
 - b. are avoided, and more general words are used instead.