

When you are writing it is important that the connections between your ideas are made very clear. If you do not make clear links between your ideas then you cannot be certain that the reader will make the connections that you have intended. You can make your thoughts clear by using linking words and phrases to connect your ideas. For this reason linking words and phrases are often called **connectives**.

Connectives act like a road map for the reader to indicate the flow and order of your writing and ideas. The use of linking words and phrases makes it easier for the reader to follow your ideas between parts of a sentence, from one sentence to another, and from one paragraph to another. Selecting the right connectives also forces you to think about how you are linking your ideas and whether the connections make sense or not.

Particular words and phrases serve different functions when connecting ideas. For example, they can signal or signpost the use of additional information, opposition or contrast, cause and effect, emphasis, clarification, or a relationship in time or sequence.

The following linking words and phrases can be used to provide your reader with indications about how your ideas are connected in your writing.

TYPE OF LINK	HOW IT IS USED	EXAMPLES
ADDITION	to add to what has been previously stated:	additionally ..., and also ..., apart from this ..., furthermore ..., in addition ..., moreover ..., further ..., what is more ...
CONDITION	to provide a condition to what has been stated:	if ..., in that case ..., provided that ..., unless ...
COMPARISON	to show how things are similar:	similarly ..., equally ..., in the same way ..., likewise ..., correspondingly ...
CONTRAST	to show how things are different:	alternatively ..., conversely ..., even so ..., on the other hand ..., unlike..., differing from ..., contrary to ..., rather ..., whereas ..., instead ...
EMPHASIS	to put forward a point or idea more forcefully:	indeed ..., it should be noted ..., most importantly ..., to repeat ..., unquestionably ..., in particular ..., notably ..., particularly ..., especially ..., above all ...
ILLUSTRATION	to provide examples:	for example ..., for instance ..., to illustrate ..., to demonstrate...
RESTATEMENT	to express an alternative to what has been previously stated:	in other words ..., simply put ..., to put it differently ..., that is ...
CAUSE	to provide reasons for what has been stated or has occurred:	because ..., due to ...
EFFECT	to provide the effect of what has been stated or has occurred:	as a result ..., consequently ..., for this reason ..., hence ..., therefore ..., thus ..., as a consequence ...
CONCESSION	to accept a point or idea with reservations:	admittedly ..., although ..., however ..., all the same ..., up to a point ..., even so ..., in spite of ..., even though ...
GENERALISATION	to make a general statement:	as a rule ..., for the most part ..., generally ..., in general ..., on the whole ..., usually ..., in most cases ...
SUMMARY	to sum up what has been previously stated:	altogether ..., therefore ..., in conclusion ..., in short ..., to sum up ..., in summary ..., to conclude ...
ORDER	to indicate the order of what is being said:	first ..., second ..., third ..., next ..., before ..., earlier ..., finally ..., subsequently ..., previously ..., and then ..., meanwhile ...
	to mark the end of an ascending order:	above all ..., lastly and most importantly ..., last but not least ...
	to mark the beginning of a descending order:	first and foremost ..., first and most importantly ...

