Language Focus

You Must Know BASIC SOFTWARE

To combine ideas one sentence and another sentence we can use sentence connectors. We use connectors for the following purposes:

- Indicating addition
  - **furthermore**   **in addition**
  - **besides**   **moreover**
  - **and**   **additionally**

- Making contrasts
  - **however**   **whereas**
  - **although**   **but**
  - **on the other hand**   **on the contrary**
  - **by comparison**

- Explaining the result or effect of something
  - **therefore**   **as a result**
  - **so**   **thus**
  - **consequently**   **because**

Exercise:
Complete this text with the words in the box.

And but or so

Companies want to reach more customers, (1) _____ they go online. It is easy to set up an online business (2) _____ it is difficult to design and develop a website that attracts a lot of customers. Hardware (3) _____ software provide basic infrastructure for E-commerce. Networking, customer interface and payment solutions are very important parts of a company's E-commerce solution. Customers expect a fast and reliable service (4) _____ they wil l go somewhere else to buy things.