



# TRANSITIONS & LINK WORDS

STW UNIT 03



# WHAT ARE TRANSITIONS?

- Transitions are words or phrases that connects one idea to another.
- Transitions can occur within a paragraph or between paragraphs.
- Transitions are used to show how sentences or paragraphs are related to each other and to the overall theme of the content.
- In both academic writing and professional writing, the goal is to convey information clearly and concisely.
- Transitions achieve these goals by establishing logical connections between sentences, paragraphs, and sections of the content.
- Transitions function as signs that tell readers how to think about, organize, and react to ideas presented in the writing.

## EXAMPLE: APPLE'S PRESS RELEASE, 2021

- Apple **today** unveiled the completely reimagined MacBook Pro powered by the all-new M1 Pro and M1 Max — the **first** pro chips designed for the Mac. Available in 14- and 16-inch models, **MacBook Pro** delivers groundbreaking processing, graphics, **and** machine learning (ML) performance **whether** running on battery **or** plugged in, **as well as** amazing battery life — enabling workflows **previously** unimaginable on a notebook. The new MacBook Pro **also** features a stunning Liquid Retina XDR display, a wide range of ports for advanced connectivity, a 1080p FaceTime HD camera, **and** the best audio system in a notebook. **Combined with** macOS Monterey, **which** is engineered down to its core to take full advantage of M1 Pro and M1 Max, the user experience is **simply** unrivaled. Shattering the limits of **what** a notebook can do, MacBook Pro is designed for developers, photographers, filmmakers, 3D artists, scientists, music producers, **and anyone who** wants the world's best notebook. The new MacBook Pro joins the 13-inch MacBook Pro with M1 to form the strongest lineup of pro notebooks ever.

# EXAMPLE: DESCRIBING A LANDING PAGE

- In marketing, a landing page is a page a visitor lands on **after** clicking through an email link, promotional link, **or** digital ads from Google, Bing, YouTube, **and** similar places on the web.
- **Contrary to** homepages **and** other web pages, they showcase multiple offers **and** are created for a browsing experience. A landing page is a standalone page focused on one goal **and** disconnected from a website's navigation. The page is created **for the sole purpose of** convincing a visitor to sign up for a free trial, buy a product, download a whitepaper, **or whatever else** the campaign goal is.
- **In this section**, we'll delve deep into the art and science behind landing pages, dissecting every element **to reveal** the strategies and techniques **that** fuel their success.

# EXAMPLE: SECTIONS OF 02 WHITE PAPERS

- **As** Gulf Kanawut rose to fame in Thailand, L'Oreal Paris **jumped aboard** the hype by establishing a partnership with the Thai actor and model.
- **Through** live virtual events **that** offer fans an opportunity to connect one-on-one with the celebrity, the brand was able to engage tight-knit fan communities **and** amass organic interactions **on a much larger scale**.
- **Despite** the recent pandemic, virtual initiatives allow for brands to extend their reach **beyond** physical borders, **and** raise brand awareness internationally.
- Dove was able to garner immense online traction **when** American pop icon Lizzo, **who** advocates passionately about body positivity, announced her partnership with the brand.
- **As** consumers of the FMCG industry become **increasingly** focused on redefining beauty standards, Dove found **an opportunity to** zero in on what consumers **really** cared about.
- Partnerships with prominent advocates enable brands to make known their stand on important causes, **thereby** connecting with consumers on a personal level **and** achieving prolonged brand loyalty.



# ADDING or SEQUENCING

- Additionally
- Afterward
- Also
- And
- And then
- Equally important
- Eventually
- Finally
- First... second... third...
- Further
- Furthermore
- In addition
- In the first place
- Initially
- Later
- Likewise
- Meanwhile
- Moreover
- Next
- Overall
- Still
- Too



# CLARIFYING



- After all
- By all means
- Certainly
- Clearly
- Definitely
- Even
- Importantly
- Indeed
- In fact
- In other words
- More than that
- That is
- That is to say
- To clarify
- To repeat
- To rephrase
- To put it another way
- To put in other words
- Truly
- Without a doubt



# COMPARING

- Again
- Also
- As well as
- By the same token
- Correspondingly
- In a similar manner
- In the same way
- Likewise
- Once more
- Similarly





# CONCEDING

- Admittedly
- After all
- Although
- By all means
- Certainly
- Conceding that
- In fact
- Naturally
- No doubt
- Of course
- Surely
- Undoubtedly
- Without a doubt

# CONTRASTING

- After all
- Alternatively
- Although
- And yet
- At the same time
- But
- Conversely
- Despite
- Even so
- However
- In contrast
- In spite of
- Instead
- Nonetheless
- Nor
- On the contrary
- On the other hand
- Or
- Otherwise
- Regardless
- Though
- Yet

# ILLUSTRATING or GIVING EXAMPLE

- An example of this
- As can be seen in
- Consider the following
- Exemplified by
- For example
- For instance
- In particular
- Namely
- Specifically
- The following example
- To demonstrate
- To illustrate

# LOCATING IN SPACE

- Above
- Adjacent to
- Below
- Beneath
- Beyond
- Close by
- Closer to
- Elsewhere
- Facing
- Far
- Farther
- Here
- Near
- Nearby
- Neighbouring
- Next to
- Opposite to
- Overhead
- On the left
- On the right
- Under
- Underneath
- Wherever

# LOCATING IN TIME

- After a few minutes (hours, days etc.)
- After a while
- Afterward
- As soon as
- At first
- At last
- Before
- During
- Earlier
- Eventually
- Finally
- First
- Following
- Formerly
- Initially
- Immediately
- Later
- Meanwhile
- Next
- Now
- Once
- Presently
- Previously
- Recently
- Shortly
- Simultaneously
- Since
- Soon
- Subsequently
- Then
- Today
- Until
- When



# SHOWING CAUSE & EFFECT or RESULTS

- Accordingly
- As a consequence
- As a result
- Because
- Consequently
- Due to
- For that reason
- Hence
- Since
- So
- So that
- Then
- Therefore
- Thus

# SUMMARIZING or CONCLUDING

- After all
- At last
- As has been noted
- As mentioned earlier
- As stated
- Clearly
- Finally
- In any event
- In conclusion
- In short
- In summary
- On the whole
- That is
- Therefore
- To conclude
- To summarize



**THANK YOU!**