**Substitution** uses a word/phrase to replace a word/phrase used earlier. For instance "**the one(s)**" and "**the same**" can be used to replace nouns (e.g. "I'll have the **same**."). Verbs can be replaced by "**do**" (e.g. "The authorities said they had acted, but nobody believed they had **done**."). In speaking, whole clauses can be replaced by, "**so**" or "**not**" (e.g. "*I hope* ***so/not****.*").  
  
Observe these examples:

-Which kitchen chairs shall we get? -I like the red ~~chairs~~ ones. (nominal substitution)

-Have you ever done a bunjee jump? -I haven’t [done a bunjee jump] and wouldn’t [do a bunjee jump] but my husband would like to [do a bunjee jump]. (verbal substitution)

-You should recognize him when you see him. -Yes, but supposing not [=supposing I don’t recognize him]. What should I do then? (clausal substitution)

**Conjunction** includes *listing* words such as, "**firstly**", "**next**", "**lastly**"; linkers for *addition* (e.g. "**moreover**", "**and**", "**also**"); *concession* (e.g. "**but**", "**however**", "**despite**"); and *cause and effect* (e.g. "**so**", "**because**, "**as a result**").

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| --- | --- |
|  | **Reference** is a way of creating cohesion using *determiners* (e.g. "**this**", "**that**", "**these**" and "**those**"); *pronouns* (e.g. "**him**", "**them**", "**me**"); *possessive pronouns* (e.g."**your**", "**their**", "**hers**"); *relative pronouns* (e.g. "**which**","**who**", "**whose**"). This type of cohesion can also be achieved comparatively with expressions like: "**similarly**", "**likewise**", "**less**". |

**Lexis** is a way of creating cohesion using: *synonyms* (e.g. "**beautiful**" for "**lovely**"); *hyponyms* and *superordinates* (e.g. "**daffodil**", "**rose**" and "**daisy**", are all hyponyms of the superordinate "**flower**"). *Lexical chains* are created in a text by using words in the same *lexical set* (e.g. "**army**", "**soldiers**", "**barracks**", "**weapons**"). These techniques allow for the central themes to be reiterated in a way that avoids monotony for the reader.

**Cohesive nouns** are a kind of lexical reference. They can summarise many words in one (e.g. "**attitude**", "**solution**", "**difficulty**"), and have been called 'umbrella' nouns for this reason (Bailey 2006:150). They are used to signal what is to come (e.g. "*the* **problem** *to be discussed...*"), or can refer back (e.g. "*The* **issue** *mentioned above...*").

**Ellipsis** is when we omit words because they are understood from the context (e.g. "*John can type and I can* ***[type]*** *too!*", "*I don't want to go out, do you?*" ***[want to go out]***   
Observe these examples:

‘the survey ~~that was~~ conducted by the government did not reflect true public opinion’

‘The man ~~who is~~ swimming in the lake is my brother’