

Compare the two texts below.

Version 1

Talking about the States, the problem is that we only have sales guys on the coasts. And do you know what? There's some tough competition out there. A couple of our competitors merged recently – their new company is walking all over us. Our next quarter's sales figures are going to be a disaster. But you have to look on the sunny side – maybe our head office will find a local company for us to buy. Then we have a chance. Anyway, head office has spent a lot of money over there – I guess they know what they're doing.

Version 2

In relation to the US market, our sales force there is concentrated on the two coasts. **Moreover**, we face very strong competition from local players. **In fact**, two of our competitors have recently merged and the new company is taking some market share away from us. **Therefore** it is likely that the year-on-year revenue figures for next quarter will be flat, or even slightly down. **Nevertheless**, the long term outlook for the US is still very positive – particularly if we can make a local acquisition to increase our market penetration. **On the whole** we are confident that our investments in the US market will prove worthwhile.

Version 1 is speech. Sentences are short. Sometimes there is no linking of one sentence to the next, other times it is done with simple words like *And*, *But*, *Then*, *Anyway*, etc.

Version 2 has very similar content, but is clearly from a more formal context. This could be a written report, or it could be a spoken presentation or a contribution at a large meeting. Obviously the vocabulary and general tone is more formal, but pay particular attention to the linking words and phrases in bold. They're used to make the structure of the argument clear. The reader/listener is warned about what is coming next: a change of topic (*in relation to*), a second point that adds to the first one and reinforces the argument (*moreover*), a real situation that the writer wants to highlight (*in fact*), etc.

When using linking words, think about their position in the sentence:

- Most of the examples in 'The phrases you need' can be used at the beginning of a sentence, and where appropriate are followed by a comma (ie where you would pause in speech). Version 2 above shows this.
- Many of these words can also be used in the middle of a sentence after *and*:
..., and in fact ...
..., and therefore ...
- A few are used immediately after a comma. These include: *especially*, *such as* and *whereas*.

The phrases you need

Introduce a new topic

regarding, with reference to, in relation to

Add a related point

moreover, furthermore, in addition

Show a consequence

so, therefore, as a result, for this reason

Give an example

*eg, such as, for example, for instance
in particular, especially, above all*

Explain by rephrasing

ie, in other words

Say the real situation

in fact, actually, as a matter of fact

Sequence

*first(ly), second(ly), third(ly), finally
the first stage / step is ..., then ..., and after that ...*

Talk generally

in general, on the whole, in most cases

Add a surprising or unexpected idea

however, even so, nevertheless

Make a contrast

*in contrast, on the other hand
whereas, while*

State known information

of course, obviously, clearly

Conclude

in conclusion, on balance, overall, taking everything into consideration

actually /'æktʃuəli/ adv ★★★

- 1 used for emphasizing what is really true or what really happened: *We've spoken on the phone but we've never actually met.*
- 2 used for emphasizing that something is surprising: *I think she actually agreed to go out with him.*
- 3 spoken used when correcting a statement: *It was yesterday, no actually it was Monday morning.*
- 4 spoken used for admitting something: *'Did you spend much money?' 'Well, yes. Quite a lot, actually.'*

nevertheless /ˌnevəðə'les/ adv ★★ despite a fact or idea that you have just mentioned:
It's a difficult race. Nevertheless, about 1,000 runners participate every year.

Exercises

69.1 Cover the opposite page with a piece of paper. Now match an item on the left with an item on the right with the same meaning.

- | | |
|-----------------|------------------|
| 1 regarding | a as a result |
| 2 moreover | b on the whole |
| 3 therefore | c actually |
| 4 in particular | d in relation to |
| 5 in fact | e overall |
| 6 in general | f nevertheless |
| 7 however | g above all |
| 8 clearly | h furthermore |
| 9 on balance | i in other words |
| 10 ie | j of course |

69.2 Complete the sentences below with either 'eg' or 'ie'.

- Fossil fuels, _____ oil, gas and coal, are likely to play a smaller role in the overall energy mix.
- Fossil fuels, _____ oil and gas, are likely to play a smaller role in the overall energy mix.

The words *eg* and *ie* have Latin origins (*exempli gratia* and *id est*). They can be used in speech as well as writing.

69.3 Underline the correct words in italics.

- Sales rose in Germany and France. *Moreover* / *Therefore*, they rose in Poland, Hungary and the Czech Republic as well.
- Sales increased in Germany and France. *Above all* / *In contrast*, they were flat in Poland and Hungary.
- Sales rose in Germany and France. *For example* / *In fact*, they rose by over 10%.
- In general* / *Furthermore*, sales were strong in Western and Central Europe. However, they fell slightly in Spain and Portugal.
- Sales rose strongly in Germany and France. *On the whole* / *Therefore* we will open new offices in Frankfurt and Marseille next year.
- Sales were up in Western Europe. *In particular* / *For this reason*, France and the Benelux countries showed strong growth.
- Overall* / *For instance* it was a good year. Sales were up in all major markets.
- Sales were strong in Brazil. *Even so* / *Clearly* this was due to rapid growth in the economy.

whereas /weə'reɪz/ conjunction used for showing that there is an important difference between two things, people, situations etc: *Doctors' salaries have risen substantially, whereas nurses' pay has actually fallen.*

69.4 Complete these four paragraphs taken from a report by a Chief Information Officer. Read carefully to see how each sentence and each paragraph links to the one before. Write a capital letter where necessary.

clearly in particular regarding

1 _____ the longer term, there have been several requests by employees to change our office computers from Microsoft to Apple. ² _____ this is something that we have to consider, as Apple has some significant advantages. ³ _____, Apple offers a better operating system and is less vulnerable to hackers and viruses.

in fact moreover on the whole

4 _____, Apple computers are already in use in our organization – the two graphic designers in the Communications department use them. ⁵ _____, we've noticed that many other people bring to work the Mac laptops that they use at home. ⁶ _____, this does not seem to create any serious problems – the Office suite runs perfectly well on a Mac.

for example however secondly

7 _____, there are some serious obstacles to adopting Apple as the standard platform throughout the organization. Firstly, there is the question of price. Apples are significantly more expensive – they're targeted at the consumer market where fashion and design bring a premium price. ⁸ _____, there are some serious technical issues. SAP, ⁹ _____, doesn't run on Macs, and our IT support staff are unfamiliar with the Mac operating system.

on balance so whereas

10 _____, to sum up, Microsoft offers familiarity and ease of technical support at a reasonable price, ¹¹ _____ Apple offers design and greater security at a higher price. What conclusions can be drawn? ¹² _____, it seems that the best option is to continue using Microsoft PCs for the majority of staff. We will of course continue to monitor the situation, particularly as the Internet replaces Windows as a day-to-day software platform.