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Cohesion; Topical Progression

6

Which is easier to read? Why?

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Are the subjects connected?

The application of science...mechanical engineering

NEW

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Manual work...normal means

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↘ Drawings...computer-aided design (CAD)

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Modern CAD programs...three-dimensional models

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Principle 2: Light before Heavy



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*The idea of designing an economical AM/FM receiver that is both affordable for the average consumer and profitable for the company **was presented.***

SUBJECT = 23 words!!!

BETTER:

LIGHT

VERB

HEAVY

1 2 3 4 5 6 7 8

This study presents the design of an economical AM/FM receiver

9 10 11 12 13 14 15 16 17 18

that is both affordable for the average consumer and profitable for the company

35

Finding balance



BEST!



ACCEPTABLE *(if subject is not too long)*



BAD!



WORST!!



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2. Logical connectors

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Logical connectors

1. Sequential (time)

- after, whenever, since, then, afterwards, meanwhile

2. Causal (reason & purpose, cause & effect)

- because, such...that, therefore, so, since, as, as long as, due to

3. Adversative (unexpected result, contrast, opposition)

- although, while, whereas, despite, however, in contrast, but

4. Condition

- if, unless, whether, provided (that), or, in case, otherwise