

Transitional words and phrases for writers

Writing is the foundation of all public relations. Frequently, the things that separate the Journeymen from the Masters are transitional words and phrases. Yet they are the easiest way to improve your writing. Why? Because they can be easily learned.

We have had this list on our bulletin board for more than 30 years.

Good writers know that transitional words provide directional clues for the reader, that they show the relationship between sentences in a paragraph, to anticipate the writer's development of ideas.

Transitional words and phrases help the reader get from here ... to there ... smoothly and logically.

Writers might find the following table of transitional words and expressions useful:

Amplification	For example, in other words, that is
Cause and Effect	Accordingly, because, consequently, for this reason, hence, since, thus, therefore, if...then
Concession	Accepting the data, granted that, of course
Contrast or change	In another sense, but, conversely, despite, however, nevertheless, on the contrary, on the other hand, still, though, yet
No change	Similarly, moreover, also, too, in addition, likewise, next in importance
Emphasis	Add to this, besides, in addition to this, even more, to repeat, above all, indeed, more important
Equal value	At the same time, likewise, similarly
Increasing quantity	Also, besides, furthermore, in addition, moreover, too
Order	First, finally, last, next, second, then
Summary	For these reasons, in brief, in conclusion, to sum up
Time	From now on, afterwards, before, formerly, later, meanwhile, now, presently, previously, subsequently, ultimately