



Course: English Language.
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5th Course: - **Written Expression: Unity, Coherence and Cohesion in a Paragraph**
- **Terminology: E-commerce (Process of Brainstorming)**

I. Written Expression: Unity, Coherence and Cohesion in a Paragraph

1\ Unity:

Unity in a paragraph means that the entire paragraph should focus on **one single idea** mentioned in the topic sentence. The supporting sentence and details should explain the main idea. The concluding sentence should end the paragraph with the same idea. So, if your paragraph contains a sentence or some sentences that are irrelevant (off-topic) to the main topic, we say that the paragraph “lacks unity”

Practice: identify the irrelevant sentence in the following paragraph:

The capital city of a country is usually a very important city. The government offices are located in the capital city and political leaders live there nearby. There are many different types of governments in the world. The capital may also be the center of culture. There are often museums, libraries, and universities in the capital. Finally, the capital city can serve as a center of trade, industry and commerce, so it is often the financial center of a country. As a consequence, the capital city is usually the most crowded and developed city in the country.

2\ Coherence:

Coherence means that all the ideas in a paragraph **flow naturally from one to another**. They are arranged in a clear and logical way so that the reader can easily understand the main points.

- **Logical Order:** one idea leads directly to the next. For example, from least important to most important, from general to specific, from familiar to unknown.
- **Space Order:** puts the details in an order relating to the physical world; For example, left to right, top to bottom, close to far away. For example, if you need to provide directions on how to get somewhere, you would begin at the start point.
- **Time Order:** puts the details in an order relating to time (hours, days, months,...) ; for example, past to present, present to future, first to last.

3\ Cohesion:

Cohesion in a paragraph is achieved by the use of **cohesive devices** that are words or phrases which connect sentences together , creating a smooth flow of ideas. They include:

- **Chronological Transition:** before, after, next, since, first, second, third..., while, when...
- **Transition of Comparison:** likewise, compared to similarly, as....as,...
- **Transition of Contrast:** however, on the other hand, but, yet, in contrast, although,... instead

- **Transition of Addition:** and, also, besides, in addition, furthermore, moreover...
- **Transition of Examples:** for example, for instance, as, like,...
- **Cause and effect:** therefor, thus, hence, so, as a result, because, since, due to,...
- **Transition to Conclusion:** in conclusion, in summary, finally, to conclude, in brief, in short, to summarise, all in all...

Practice: point out elements of unity, coherence and cohesion in the following paragraph

Marketing is divided into four main elements. The first element is “Product”. It refers to the good and service that the company wants to sell. Further, this often involves developing a new product, researching of a market, testing its quality and then introducing it to the market. The second element is “Price”. Notably, the company may take: above, with, or below the prices that its competitors are charging. Next, the third element is “Placement”. It involves getting the product to the customer. Accordingly, this takes place through the channel of distribution from manufacturer to wholesaler then to retailer to reach customer. Finally, “Promotion” represents the last element of marketing. It includes the communication about the product between the buyer and the seller. Promotion occurs through personal selling, as in a department store. Also, it occurs through advertising, as in newspaper and magazine. In short, product, price, placement and promotion work together to develop a successful marketing operation that satisfies customer and achieves the company’s objectives.

II. Terminology: E-commerce (Process of Brainstorming in writing)

To brainstorm is to start thinking about the topic that you are going to write about and write every idea comes to your mind.

Example:

