## VIDEO 2: EDITING Paragraphs & Sentences

### 4.2 Editing paragraphs for COHERENCE

**ACTIVITY 2**

**What problems can you see with the highlighted cohesive devices?**

Attracting customers to buy your products and services needs a great deal of research and planning to ensure the money you invest in gaining customers pays off. **Firstly,** there is market research, which involves understanding the people you hope will buy the product. **Secondly**, an effective plan of action based on your evidence will need to be formulated. **Furthermore**, it is important to examine your product in detail. **Moreover**, you should fix a suitable price which will help your product sell, ensure you choose the correct method of distribution, and select an appropriate promotion to attract your audience. **So**, this is known as the marketing mix, and **in summary**, it can help your business to spend money wisely with the best results.

**ACTIVITY 2**

**Answer**

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**Problems**

1. If you use ‘firstly’, ‘secondly’, you should first note that there is a list of points to come: ‘There are several issues to consider: first, …’
2. Don’t mix different cohesive devices: e.g. if you are using numbers such as *firstly* and *secondly*, you should continue to use numbers.
3. Don’t use ‘furthermore’ and ‘moreover’ too often – we can very tired of these.
4. ‘So’ is not an appropriate conjunction here because the information that follows is not related to cause and effect, not is it a summary.
5. ‘In summary’, should start a sentence, and be followed by a key term from the preceding paragraph, not its referent ‘it’.