



Using Transitions

Adding “Flow” to Your Writing

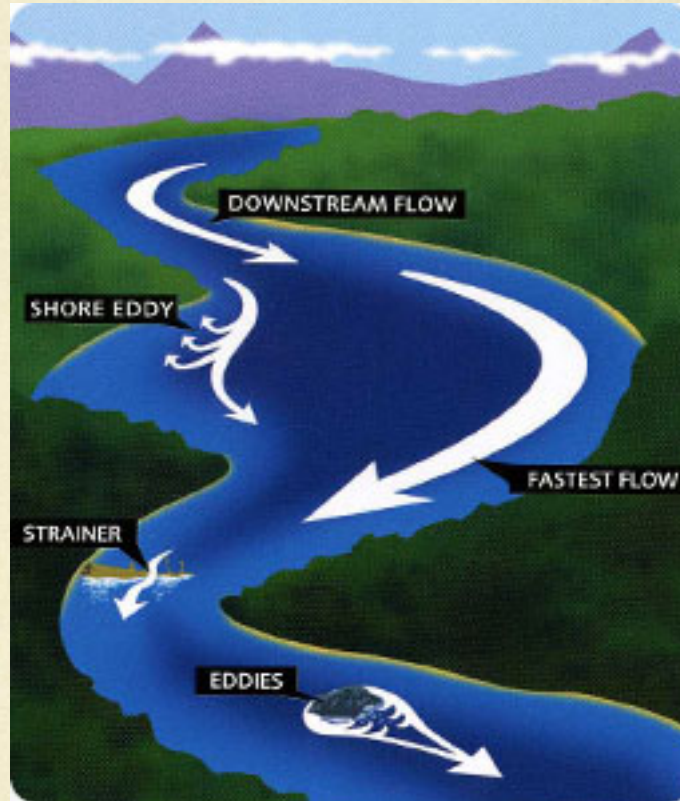
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Adding “Flow” to Your Writing

When you think about coherence in writing, you’re thinking about *transitions*.

Transitions guide your readers from one sentence to the next, from one idea to another, adding *coherence* to your writing.

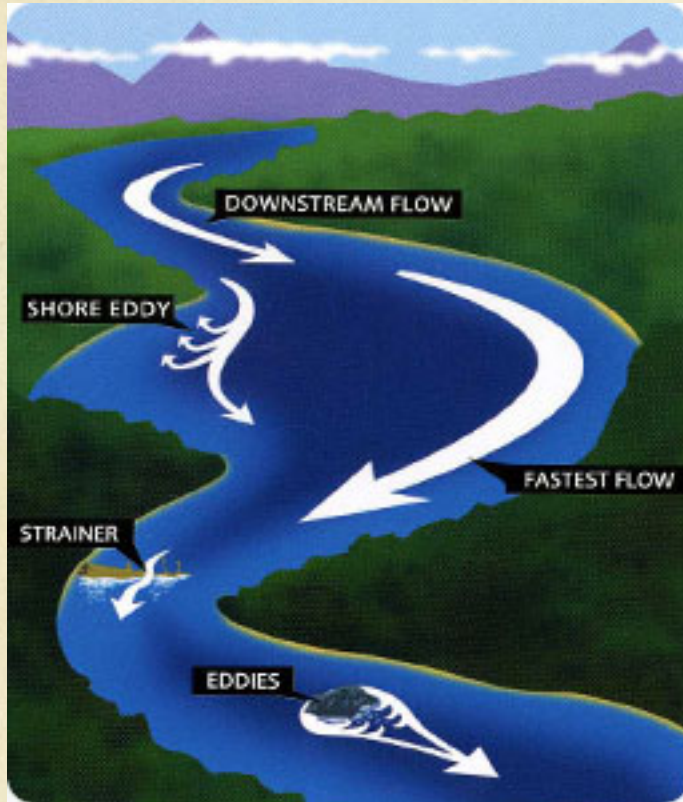
An essay should have a flow, a current - sort of like a river.



<http://www.mountainsafety.org.nz/Safety-Tips/River-Safety.asp>

If you jump into a river, its current will carry you downstream without too much effort on your part.

Your writing should function in the same way.



intro



body



conclusion

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Real Beauty

“Out of 1,000 men polled, *New Scientist* results showed that the ideal women proved *not* to have a body of a size zero model but of a shapely woman, with a 30 inch waist and 40 inch hips.” The intended purpose of Dove’s “Campaign for Real Beauty”, was to negate unattainable stereotypes of women, yet in their attempt to abolish one stereotype, they have reinforced another and therefore have defeated the purpose of making women feel celebrated since they now only celebrate women who fit into their “real” stereotype.

Dove’s, “Campaign for Real Beauty” has increased sales by playing on the emotional appeals of everyday women through asserting the false assumption that society does not appreciate “real women.” Dove earned between \$60 million and \$70 million in lotion sales alone following one year after they launched their “Campaign For Real Beauty (Smith 35). *New Scientist* study and others like it found that men actually favor curvaceous women. (James 3).

Dove’s ads feature mostly curvaceous women accompanied by a sales slogans like “New Dove Firming...As tested on real curves”, seems to only celebrate full figured women. Dove’s ads categorize women and choose words such as “real” to describe a size 14 woman, influencing society to perceive women as “real” and “beautiful” through physical attributes. One angry writer wrote against Dove’s ads, by asserting that “If we’re ever going to come to a place of body acceptance as a society we really need to stop bashing each other.

All women are real women.” Writer Seth Stevenson wrote in his 2005 article “To buy Dove is to cast a vote for more “real curves” in advertising” (28). Low self-esteem and insecurities are not limited to only curvaceous women. Thin women and many models have come forward about their struggle with self-esteem.

Your reader jumps in at the top of the essay, in your introduction, and your writing style, your “flow,” should carry your readers to the end.

Use Transitional Devices to Add “Flow” to Your Writing:

- transitions can be one word, a few words, or even a whole sentence.
- use transitions *within* sentences and paragraphs to add *coherence* to your writing.
- use transitions to help your readers understand *relationships between* sentences and paragraphs.
- use transitions to *prepare readers for what’s about to come* and even to *summarize what you just said*.

Infuse “Flow” into Your Sentences:

Transitions help readers by giving *hints about relationships between ideas*, cues about what is coming next or about what they just read.

- words like “*therefore*” signal that you’re summarizing or coming to a conclusion.
- words like “*but*” or “*however*” show a change in direction from the idea that came before.
- phrases like “*in addition*” show you have more to add

These cues help your reader along - you’re preparing them for an idea that’s coming or how it relates to an idea they just read.

Transitions can be used at the start or in the middle of sentences to enhance coherence by varying sentence construction.

“Pop music, for example, has as much artistic value as plastic.”

“For example, pop music has as much artistic value as plastic.”

“Therefore, we should restrict the amount of violence in films instead of worrying so much nudity and sex.

“We should, therefore, restrict the amount of violence in films instead of worrying so much about nudity and sex.

Technology has improved over the years. Entertainment has improved with it. Has so much entertainment filled the American lifestyle that it is no longer healthy? Television has taken over our lives and the lives of our children. Young people seem dependent on television. It is hurting them. Is watching their favorite cop shows making them more prone to being violent? Is their lack of activity while watching making them more prone to health risks like type 2 diabetes and obesity? Television is a drug that is hurting our children. It is harmful because it exposes children to violence. It is putting their health at risk. It is killing them slowly.

Technology has improved over the years, **and** entertainment has improved **right along** with it. **However**, has so much entertainment filled the American lifestyle that it is no longer healthy? Television has taken over our lives and **especially** the lives of our children. Young people seem dependent on television, **and, furthermore**, it is hurting them. Is watching their favorite cop shows making them more prone to being violent, **and** is their lack of activity while watching making them more prone to health risks like type 2 diabetes and obesity? Television is **indeed** a drug that is hurting our children. **Overall**, it is harmful because it exposes children to violence. **Moreover**, it is putting their health at risk, **and** it is killing them slowly.

Infuse “Flow” to Your Paragraphs:

Transitions between paragraphs offer a brief summary of the main idea you just discussed, then hint at the idea about to come.

- this can be accomplished in a word like “*but*” or “*therefore*”
- in a phrase like “*as you can see*” or “*on the other hand*”
- or even in a full sentence
- transitions can be at the end of a paragraph, at the beginning, or both

In the past decade rap has evolved into a more commercial form of music with increasingly violent content. Rap music consistently demonstrates exploitative acts of social conditions within the urban experience. According to an NBC poll, 53% of Americans thought rap had a negative effect on society ("Hip Hop"). Rap can be a very dangerous form of art when it targets a vulnerable social demographic. Teenagers are easily influenced by those they admire. Many teenagers may have the ability to avoid gangs or violent trends. Rap artists such as Snoop Dog and Eminem describe violent acts as "cool." They are luring young people into that lifestyle.

Drug use has become readily tied to rap. Studies show "that references to illegal drug use in rap music jumped six fold in the two decades since 1979" (Young). Denise Herd of UC Berkeley states, "The fact that rap music didn't always have those drug references is compelling because it shows that this music didn't depend on that as an art form" (Young). Illegal drug use ...

In the past decade rap has evolved into a more commercial form of music with increasingly violent content, **and it** consistently demonstrates exploitative acts of social conditions within the urban experience. According to an NBC poll, 53% of Americans thought rap had a negative effect on society ("Hip Hop"). **Indeed**, Rap can be a very dangerous form of art when it targets a vulnerable social demographic, **and** teenagers are easily influenced by those they admire. **True**, many teenagers may have the ability to avoid gangs or violent trends, **but when** rap artists such as Snoop Dog and Eminem describe violent acts as "cool," they are luring young people into that lifestyle. **Furthermore, not only is this exposure to violence harmful to teens, but the constant references to drug use in lyrics also has a negative effect on them too.**

Violence may be synonymous with rap, but drug use has become readily tied to Rap **also**. Studies show "that references to illegal drug use in rap music jumped six fold in the two decades since 1979" (Young). Denise Herd of UC Berkeley states, "The fact that rap music didn't always have those drug references is compelling because it shows that this music didn't depend on that as an art form" (Young). Illegal drug use ...

Review

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- Use transitions *amid* sentences and paragraphs to add *coherence* to your writing.
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- Transitions *prepare readers for what's about to come* and even to *summarize what was just written*.

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