Connectors

Introduction



The situation is very serious. The client is putting us under pressure to finish sooner than agreed. Furthermore, the project is already over budget.

Definition

They are used to form a link between ideas in two sentences:

We did extremely well last year. However, there is still a lot of work to be done.

They are different from conjunctions which link two parts of one sentence:

We did extremely well last year but there's still a lot of work to be done.

Construction

These connectors form a link between ideas in two sentences:

We did extremely well last year. However, there is still a lot of work to be done.

They are different from conjunctions which link two parts of one sentence:

We did extremely well last year but there's still a lot of work to be done.

They are usually placed at the beginning of a sentence followed by a comma but they can also go in the middle or at the end of the second sentence.

We did extremely well last year. There is, however, still a lot of work to be done.
We did extremely well last year. There is still a lot of work to be done, however.

In this way, the connector is like a non-defining relative clause - if we remove it, the sentence still has a clear meaning.

For these reasons, the following structures are incorrect:



We did extremely well last year however there is still a lot of work to be done.

We did extremely well last year, however there is still a lot of work to be done.

Uses

In conversation and written texts, they help us understand a sequence of ideas. Here are some common examples.

Note that the expressions which are grouped together are not all synonymous and interchangeable. For exact meanings of these and the following examples, refer to a good dictionary.

Connector	Use	Examples
Therefore	To mean 'so' or 'for that reason'	Both companies are on holiday in August. Therefore, I suggest postponing the meeting until September.
However	To mean 'but' or 'despite this'	We've lost two big clients recently. However, I'm sure that we can replace them.
Nevertheless Nonetheless Even so	To mean 'despite something previously mentioned'	There have been some delays. We intend, nevertheless, to meet the deadline. I know it's difficult to find the right person for this job. Even so, I think we should keep trying.
Furthermore What is more Moreover	To add similar information, maybe something that is more important	Our profits have increased by 15% this year. Moreover, our plans for expanding into Asia are going well.

Conversely **On the other hand** **In contrast**	**To introduce an opposite idea**	**Most Americans are uncomfortable with long periods of silence. Conversely, the Japanese like to think before replying.**
Consequently	**To mean 'as a result'**	**It is difficult for young people to get a mortgage nowadays. Consequently, they are living at home with their parents for longer.**
Meanwhile	**To mean 'until a certain time' or 'while something else is happening'**	**We will have to wait for the results of the initial investigation. Meanwhile, we need to plan the next stage.** **Charles is developing new contacts in Asia. Meanwhile, the rest of the team is focusing on Eastern Europe.**

Here are some more examples:

Equally **For example** **For instance** **As a result** **Likewise** **In the same way**	**Similarly** **If not** **If so** **Otherwise** **That is (to say)** **Alternatively**	**In this case** **In particular** **In other words** **In addition** **As a result**

Note that the word 'however' is also an adverb with a completely different meaning - 'by whatever means' or 'it doesn't matter to what degree'.
This word doesn't use the same construction as the conjunction and so it can be found at the beginning or in the middle of a sentence without commas. For example:

> **However you present your argument, I don't think they'll agree with you.**
> **I want to be the manager of this department however long it takes.**
> **He just can't play the piano however hard he tries.**

Examples



Lille is a lovely city with plenty to do. What's more, it's within easy reach

of London by Eurostar.



These beers are extremely pleasing to the palate. In other words, they're delicious!



I love everything about my new office. The colour scheme, in particular, is great.



There are lots of things you can do to improve your English. Watching films, for example, is a good way of increasing your vocabulary.



I hope I'm better by Monday. If not, I'll miss the presentation.

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Last update: **2023/02/14 14:21**