

Sign Posting Your Argument with Transition Sentences to Start Body Paragraphs

"Continuity doesn't just magically happen; it's created." John Trimble

The Importance of Continuity

What follows is really part of the "Final Tips" section that concludes this chapter, but since it's both lengthy and vitally important, I want to discuss it separately.

Good writers are sticklers for continuity. They won't let themselves write a sentence that isn't clearly connected to the ones immediately preceding and following it. They want their prose to flow, and they know this is the only way to achieve that beautiful effect.

But how are these connections to be made? The better the writer, the less need he has for mechanical means of connecting his ideas, too many of which tend to clutter an argument. Instead, he relies chiefly on a coherent understanding of what he wants to say, a simple style, the occasional repetition of key words, and the careful use of pronouns such as *this* and *that*. In manner he resembles a furniture maker who uses interlocking tongues and grooves to do the work of nails and screws.

Sometimes, though, a situation will require a more explicit connective—such as when the direction of the argument is turning or when an idea is to be paralleled or contrasted with an earlier idea. In these situations, the writer will call upon a conjunctive adverb or brief transitional phrase to signal the kind of thought that's coming next. I call this "sign-posting" an argument. Here he has choices within choices. As Rudolf Flesch points out in *The Art of Plain Talk*, some conjunctive adverbs are

4. Signpost your argument every step of the way. If you have three important pieces of evidence to support a particular contention, *tell* your reader so she can understand precisely where you're going. For instance: "Three examples will bear this out. First, the original treaty of 1923" Similarly, if you have three arguments and if one is stronger than the others, save it for last and *label* it as the strongest. For instance: "Finally and most seriously, capital punishment strikes at the very basis of morality itself."

Notice in each of these examples

--the THESIS stated in the last sentence of the Introduction

--the first sentence of the Body paragraph working to "signpost" the argument by presenting the Primary Support for that paragraph in terms of the thesis. These signposts should contain the complete argument statement containing both the CLAIM + REASON focused on in that paragraph (remember, "dividing up the proof" means to present ONE PRIMARY SUPPORT PER BODY PARAGRAPH or for this paper, one REASON in support of your thesis per Body paragraph).

Example #1

...and knew all you had to do was work out. I may have thought that at one point too, but then I read this book by Gary Taubes called "The Case Against Sugar." **In this book Taubes explains the truth about sugar and how it is the amount of sugar we intake that causes obesity, not the portions of food we're eating.**

The first reason I have for sugar being the cause of obesity is because it's addicting. Taubes actually mentions this in his book as well. He asks if sugar is a food or a drug? ...

Example #2

...

My fellow classmates and professor, you do not control your decisions and actions, but rather, big tech companies do. In this computer science classroom, we are taught that algorithms are precise procedures that allow computers to solve problems. While this is correct and algorithms perform many useful functions, their unethical misuse by big tech companies creates serious problems for humanity. According to Franklin Foer in *World Without Mind*, algorithms are dangerous in the hands of big tech companies such as Google, Facebook, and Amazon.

To begin with, these companies' use of algorithms are dangerous because they give them so much unchecked power that is misused. For example, Amazon uses its algorithms to crush small businesses that don't agree ...

In addition to unchecked power, technology companies also use algorithms dangerously when they perform unethical experiments on unaware users. ...

Finally, the use of algorithms by technology companies is dangerous because they are used to erode freewill. ...

Example #3

Though college parties seem to be the place for relaxation rather than contemplation and debate, you'd be surprised to see how much of the latter actually happens. It may seem that everyone is leaning towards a more nihilistic view of life, that doesn't stop us from pondering about the things we incorporate into our everyday lives. The topic of major corporations is one that commonly crosses everyone's mind; whether it's about the influence they have in our everyday lives, how many of their things we own, how many things stem from one company, or even said company's true intentions. It's something i've encountered at a social gathering before and boy, does that conversation itself lead on to so many different tangents. Let's talk about one: "Are Google, Amazon, and Facebook really contradictory and even dishonest?"

Bluntly, the short answer is yes. But it'd be rude to leave you with nothing to think about, so for starters, we'll go with the first reason; **Much of what these Big Tech companies do contradicts their vision as they are becoming the big/mega corporations they tried to stray from in the 60s.** As this quote from Foer's book *World without Mind* shows, ...

The second reason that these companies are contradictory and dishonest is because they claim to follow the ethical route but much of what they do might cross the line of ethics. One of the companies exhibiting this the most, ...
My third and final reason that much of what they do contradicts their vision is that instead of progressing the future of technology, they might actually cause us to lessen its usage. A common rule of processes of the mind is "If you don't
