

Online 9.5 Strategies for Cohesive Ties

Strategy	Example
Repeat key words	The band director emphasized precision. When he introduced a new formation, he gave section leaders precise directions about location.
Repeat sentence patterns	Because my brother was good at science, everyone in my family expected me to be at home in the lab. Because my sister was a great musician, they thought I should join the band.
Use synonyms	In the Internet world, some people take on alternate identities. These disguises can help them cheat others.