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Lesson #2
Unit: 1
Handout 2

Pre-task

Discourse Markers

Discourse markers are words or phrases that are used to connect, organize, and manage sentences and paragraphs.

Discourse markers have many functions. They can be used at the start, middle, or end of sentences and paragraphs. However, they are often used as sentence starters to link ideas and create fluency. Here are some examples for different functions.

To add information	To sequence events
and – too – also – moreover – in addition – furthermore	first – second – third – next – after – later – then
Negotiators face situations, **and** to do well in them they need to understand how they work.	**First**, negotiators face some independent situations.
To show similarities	**To contrast**
similarly – in the same way – likewise – equally	however – although – but – alternatively – on the other hand
Some negotiators have a strong power on other people. **Also**, they are able to achieve more of their goals.	It is always possible to respond to a hardball tactic with one of your own. **Although** this response can result in chaos.
To emphasize	**To show cause and effect**
especially – clearly – particularly – above all – frequently	because – hence – therefore – consequently – as a result
Frequently, in order not to be embarrassed by asking "obvious" questions, the customer will simply nod his or her head and passively agree with the other party's analysis or statements.	**Therefore**, when influencing the other's viewpoint, you must also deal with the other party's understanding of your value for a particular outcome,
To conclude	**To illustrate**
in summary – overall – to sum up – finally – in conclusion	for example – including – for instance – such as – to illustrate
Finally, negotiators should listen carefully to the other party and identify consistent and inconsistent information.	**For example**, a man buying a car may claim that he must consult his wife before making a final decision.

Adapted from https://www.amazon.co.uk/Discourse-Markers-English-Educational-Poster/dp/B079GPVDGZ

Practice

Read each sentence carefully. Select the discourse marker that best matches with the sentence. Then orally tell its function.

1. First, one important strategy is to guard information carefully. (But – Second – On the other hand), it is highly desirable to get information from the other party to improve negotiation power.

2. A company may choose to state the absolute limit very clearly. (First – Similarly – On the other hand), a condo buyer may tell the seller his absolute maximum price and support it with an explanation of income and other expenses.

3. Negotiators using the nibble tactic ask for a proportionally small concession; (in addition – however – for instance), 1 to 2 percent of the total profit of the deal on an item that hasn't been discussed previously to close the deal.

4. (But – Equally – In conclusion), it seems that the increasing incident of audit committees has not restored confidence in financial reporting.

5. Manufacturing costs have increased a lot in the past year. (As a result – On the other hand – For example), we'll have to raise our prices if we want to maintain a good profit.

6. In bargaining, the other party does not usually reveal accurate and precise information about his or her targets, resistance points, and expectations. Sometimes, (next – frequently – however), the other party will provide accurate information.

Useful Language

- I think/guess/believe the discourse marker for this sentence is _____.
- The function is _____.
- Its function is _____.