ACTIVITY 1:

Complete the sentences with the correct discourse marker: also, moreover, in addition, what's more, furthermore.

1) The company reduced costs. _____, it increased productivity.

2) The new policy is clear. _____, it's easy to implement.

3) She speaks English and French. She _____ knows some German.

4) We are planning a marketing campaign. _____, we want to redesign the website.

5) The product is cheaper than last year. _____, the quality is better.

6) The candidate is highly qualified. _____, she has international experience.

7) We need to hire more staff. We _____ have to train the current team.

ACTIVITY 2:

Select the most natural discourse marker (also, moreover, in addition, what's more, furthermore) for each passage.

1) Presentation:
"Our sales grew by 15% this quarter. _____, customer satisfaction ratings reached an all-time high."

2) Report:
"The company reduced operating costs by 8%. _____, new investments in automation increased efficiency."

3) Conversation at a meeting:
"We need to focus on marketing. _____, we should improve customer support to keep existing clients happy."

4) Presentation:
"Mr. Lopez will represent the company at the conference. _____, he will deliver the keynote speech."

5) Conversation with a client:
"The package includes technical support. _____, you'll have access to exclusive training sessions."