

7. It is used to express an idea that is different from or opposite the other idea mentioned before.

Example:

• I thought she would not come to the party; conversely she came to the party with her boy friend.

2. The term "linking" means "connecting" and stands for cohesion. Since the English language is quite rigid in its sentence structure, such words are needed to make the writing fluent and comfortably readable without making it appear haphazard. In this way, the listener or reader can simply follow the flow of the arguments.