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| Your paragraph length will depend on the type of document you’re writing. An email may contain a paragraph made up of a single sentence, or even a single word. A report may have long paragraphs in order to explore complex thoughts. | General to specific |
| Thank you for applying to the Random University. This year, we had a record number of applicants. To be successful, applicants had to have both a high GPA and an impressive list of extracurricular and volunteer experiences. We were not able to admit many worthy applicants. Unfortunately, we will not be offering you a spot in our program at this time. | Specific to general |
| When I arrived at work at 7:30 am, I noticed a shattered window. I waited outside and called the police. As I waited for police to arrive, I also called my manager. She arrived on the scene within 10 minutes. The police arrived at 8:00 am and entered the building. They determined that the building was safe, so we went in around 8:30 am. We found racks of clothing strewn around and spray paint on the walls. | Narration |
| I would recommend that our company chooses between a Google Pixel 3 and a Samsung Galaxy S9 for the employee phones. The Pixel 3 has the best camera and is lightest. The Galaxy S9 is water resistant and $150 cheaper and also has expandable storage.  | Comparison |
| This year, we prioritized Instagram over Facebook for the first time in our advertising strategy. Specifically, we invested in ads on the Instagram timeline and stories, and built relationships with 3 influencers. Though we had viewer overall views, our ads resulted in more direct sales and better engagement.  | Cause and Effect |
| Though the new tariffs will impact our sales in the USA, we can minimize the impact with some proactive tactics. | Transition |