

Comparisons Using Connectors

Comparative adjectives

To compare two items (like businesses or products, we use the comparative form). These comparisons use a noun+adjective combination and often use the verb 'to be' but can use other verbs as well.

*Our customer service is better than our competitor's.
Chirp Notes is a more advanced chat platform.
Our competitor's prices are more competitive than ours.
We sell higher quality products than our competitors.*

Comparisons with Connectors

Sometimes comparisons happen between two unexpected or surprising ideas. With these sentences, we use connectors like 'though', 'although', and 'despite the fact that'.

*Although our competitor's prices are more competitive than ours, many customers prefer our service.
Despite the fact that Chirp Notes is a more advanced platform, a lot of businesses still use the older competitor.
Though our customer service is better than our competitor's, they still get higher ratings online than we do.*

Remember!

Make sure you share an unexpected or surprising aspect of the comparison when you use though, although, or despite the fact that.

Don't forget!

Mos adjectives with 2+ syllables use "more" in the comparative form.

Remember!

These connectors usually appear at the beginning of the sentence but they can also come in the middle, after a comma.

Practice assignment:

- Make 3 simple comparative sentences using comparative adjectives. Then, add an unexpected detail using the connectors above.
- Use though, although, or despite the fact that to make the 4th example in the first card a more complex comparison.
- Make comparisons between your company and its competitors. Use connectors in your sentences.

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