• They aren’t usually linked together by meaning only by familiar association
• Collocations are cohesive because they’re recognisable patterns to the reader. If a word is paired with one that is doesn’t collocate with then the cohesion and fluency is lost

Graphological

• Graphological cohesion is about making a text look cohesive
• It’s particularly important in writing that’s designed to be persuasive e.g. adverts
• The aim is to draw the readers eye to the most important points and make sure the text looks consistent as a whole
• This is usually achieved by using the same typeface for running text, captions and headings, and by using a cohesive colour scheme