

- 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**

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