PARALLEL STRUCTURES

Parallelism is a similarity of grammatical form for similar elements of meaning within a sentence or among sentences. When pairing ideas, underscore their connection by expressing them in similar grammatical form. Paired ideas are usually connected in one of three ways:

- With a coordinating conjunction such as and, but, or, nor, yet
- With a pair of correlative conjunctions such as either . . . or . . . not only . . . but also
- With a word introducing a comparison, usually than or as

Adjectives / colon [:]

NO
Mergers have a number of associated problems: cultural, financial and technology.

YES
Mergers have a number of associated problems: cultural, financial and technological.

Verb Forms

NO
Amazon warehouse employees control merchandise, write orders for delivery, and are invoicing customers.

YES
Amazon’s warehouse employees control merchandise, write orders for delivery, and invoice customers.

Gerunds (+ing forms)

NO
Fairtrade Foundation is aimed at achieving better trading conditions, promoting sustainable farming techniques and alleviate poverty.

YES
The Fairtrade Foundation is aimed at achieving better trading conditions, promoting sustainable farming techniques and alleviating poverty.

ADVERBS + NOT ONLY

NO
The students had not only worked diligently but also had effective engagement.

YES
The students had not only worked diligently but also engaged effectively.

COMPARISON (THAN)

NO
Merging two corporate companies is much more complicated than a merger of two SMEs.

Yes
Merging two corporate companies is much more complicated than merging two SMEs.
Exercise: correct the mistakes

1. Marketing should consider whether the plan is feasible, practical, and a possibility.
2. The lecturer expected that the students would present the seminar, be using PowerPoint presentations and they would answer questions from the audience.
3. The Government is investing heavily into renewable energy to reduce its reliance on fossil fuels and meeting the EU Renewables Directive 2009.
4. This would need to be developed and accepted through consultation of the public and Government Policy.
5. The solutions proposed have limitations but with investment and public backing it could be a better approach in tackling Climate Change and the reduction in the reliance on fossil fuel.
6. These machines are being used for the first time in an industrial factory in Finland but have experienced many complications.
7. Most students would rather pay for their education than be receiving financial aid.
8. Regular exercise halves the risk of heart diseases and stroke, decreases the risk of cancers, and reduces the likelihood of osteoporosis.

Example of Parallelism in Content Pages

Look at how parallelism is used in a Table of Contents
ANSWERS

1. Marketing should consider whether the plan is feasible, practical, and a possible.

2. The lecturer expected that the students would present the seminar, use a PowerPoint presentation and answer questions from the audience.

3. The Government is investing heavily into renewable energy to reduce its reliance on fossil fuels and to meet the EU Renewables Directive 2009.

4. This would need to be developed and accepted through public consultation and Government Policy.

5. The solutions proposed have limitations but with investment and public backing it could be a better approach in tackling Climate Change and reducing the reliance on fossil fuel.

6. These machines are being used for the first time in an industrial factory in Finland but have been experiencing many complications.

7. Most students would rather pay for their education than receive financial aid.

8. Regular exercise halves the risk of heart disease and stroke, decreases the risk of cancer, and reduces the likelihood of osteoporosis.