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’s 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 give a presentation by using PowerPoint 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

<table>
<thead>
<tr>
<th>Table of Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Introduction to Academic Skills (NOUN PHRASE)</td>
</tr>
<tr>
<td>A. Analysing the question (ING NOUN PHRASE)</td>
</tr>
<tr>
<td>B. Researching the topic (ING NOUN PHRASE)</td>
</tr>
<tr>
<td>II. Essay Structure (NOUN PHRASE)</td>
</tr>
<tr>
<td>A. Writing paragraphs (ING NOUN PHRASE)</td>
</tr>
<tr>
<td>1. Topic sentences (NOUN)</td>
</tr>
<tr>
<td>2. Body (NOUN)</td>
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<td>3. Conclusion (NOUN)</td>
</tr>
<tr>
<td>B. Reviewing (ING NOUN PHRASE)</td>
</tr>
<tr>
<td>1. Drafts (NOUN)</td>
</tr>
<tr>
<td>2. Finished product (NOUN)</td>
</tr>
</tbody>
</table>
ANSWERS

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

2. The lecturer expected that the students would give a presentation, use PowerPoint and answer questions from the audience. [variations are possible]

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.