

# Preferences of Compare and Contrast Conjunctions Used in Business News Articles

ความชอบในการเลือกใช้คำเชื่อมเชิงเปรียบเทียบ  
และเชิงขัดแย้งที่ถูกใช้ในบทความข่าวธุรกิจ

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## Abstract

This study investigated how compare and contrast conjunctions were preferred to be used in business news articles. Related previous research papers in the field of compare and contrast conjunctions alternated the materials of EFL learners' written papers to observe whether or not they were able to use compare and contrast conjunctions correctly and appropriately. This study sought differences of the data by using business news article to study the preferences of compare and contrast conjunctions in English. The source of data in this study was gathered from business news articles from The New York Times, which was a well-known national American newspaper. The data collection follows the principle of random sampling method where 10 business news articles were collected from January 1, 2023 to March 10, 2023. The data analysis followed Swan's (2016) usage-based approach. He was an expert in the field of applied linguistics and use. To make the data analysis in this study consistent and reliable, three linguists were asked to validate the data analysis via IOC. The result of this study showed that business news articles showed specific use of compare and contrast conjunctions at 39.44 percent and 60.56 percent respectively. These percentages reflected that contrast conjuncts are frequently used in actual business news articles. This study can be explained by the principle of informality and the principle of continuity.

**Key words:** Compare conjunctions, Contrast conjunctions, Business news

## บทคัดย่อ

งานวิจัยนี้ศึกษาความชอบในการเลือกใช้คำเชื่อมเชิงเปรียบเทียบและเชิงขัดแย้งในบทความข่าวธุรกิจ งานวิจัยครั้งนี้เลือกบทความที่แตกต่างออกไปได้ศึกษาศึกษาวิธีการใช้คำเชื่อมเชิงเปรียบเทียบและเชิงขัดแย้งในบทความข่าวธุรกิจที่เขียนเป็นภาษาอังกฤษ ชุดข้อมูลในงานวิจัยครั้งนี้ถูกเก็บรวบรวมมาจากข่าวธุรกิจในหนังสือพิมพ์ *The New York Times* ซึ่งเป็นหนังสือพิมพ์ที่คนอเมริกันรู้จักอย่างแพร่หลาย หนังสือพิมพ์จำนวนทั้งสิ้น 10 ฉบับถูกสุ่มรวบรวมระหว่างวันที่ 1 มกราคม 2566 ถึง 10 มีนาคม 2566 การวิเคราะห์ชุดข้อมูลในงานวิจัยครั้งนี้ทำตามแบบหลักการการใช้จริงตามแบบของ Swan (2016) ซึ่งเป็นผู้เชี่ยวชาญด้านภาษาศาสตร์ประยุกต์ เพื่อให้การวิเคราะห์ข้อมูลคำเชื่อมเชิงเปรียบเทียบและเชิงขัดแย้งดำเนินไปอย่างถูกต้อง จึงได้ขอให้นักภาษาศาสตร์ประยุกต์จำนวนทั้งสิ้นสามคนตรวจสอบความถูกต้องของข้อมูลโดยวิธีวิเคราะห์ความสอดคล้องของข้อมูลกับจุดประสงค์การวิจัย ผลการศึกษาแสดงให้เห็นว่าการใช้คำเชื่อมเชิงเปรียบเทียบและเชิงขัดแย้งในบทความข่าวธุรกิจปรากฏเป็นจำนวนร้อยละ 39.44 และร้อยละ 60.65 จำนวนการใช้คำเชื่อมที่พบนี้เป็นไปตามหลักการของการเขียนอย่างไม่เป็นทางการและความต่อเนื่อง จำนวนร้อยละที่สูงกว่าสะท้อนให้เห็นการใช้จริงที่มากกว่าของการใช้คำเชื่อมเชิงขัดแย้งในบทความข่าวธุรกิจ นักวิจัยหวังเป็นอย่างยิ่งว่าผลการวิจัยนี้จะเป็นประโยชน์ต่อผู้เรียนภาษาอังกฤษเป็นภาษาต่างประเทศ (EFL Learners) ในการใช้คำเชื่อมเชิงเปรียบเทียบและเชิงขัดแย้งในการเขียนภาษาอังกฤษเชิงธุรกิจได้อย่างเหมาะสม

**คำสำคัญ :** คำเชื่อมเชิงเปรียบเทียบ คำเชื่อมเชิงขัดแย้ง ข่าวธุรกิจ

## Introduction

In the present time, having the ability to communicate in English seems to be important for everyone. Having the notion of the English language allows us to gain numerous advantages and opportunities in life. Not only can we continue our own education across countries as student overseas, but also allows us to find jobs more easily due to the increasing numbers of international companies at the present time (Reeves, 2004). These advantages allow us to get promoted with higher salary increment. Thus, having the knowledge and the ability to use English is considered as a route to accomplishment in life.

Some people may think that the ability to use the English language is only related to speaking and writing. However, there are various linguistic components for English language users to know. According to Radford (2009), to know a language is to know the grammar of the language. This could support the language users' linguistic competence, referring to the capability to use the English language accurately.

Nevertheless, lexical items or vocabulary are viewed as one of the most important aspects for many English language learners, especially in writing. Having wider range of vocabulary could make students' written papers become nicer pieces to read. Writing in English is made up of various genres called a genre-based approach, such as descriptive writing, narrative writing, and process writing (Dirgeyasa, 2016). However, Singchai and Juturapitakkul (2016) raised a crucial issue that Thai EFL learners have difficulties in the genre of compare and contrast writing. This is because it requires the writers to possess the knowledge of compare and contrast cohesion or lexical items of compare and contrast conjunctions, such as in example (1).

(1)

(a) Peter likes to live in a house. **On the other hand**, Julia feels comfortable staying in a condominium.

(b) Peter likes to live in a house, **but** Julia feels comfortable staying in a condominium.

(c) Peter likes to live in a house even **though** Julia feels comfortable staying in a condominium.

(d) **While** Peter likes to live in a house, Julia feels comfortable staying in a condominium.

Examples (1a-1d) seem to be the same semantically. Nevertheless, they are used with different structures and lexical expressions of contrast. Example (1a) shows that the lexical expression on the other hand links two simple sentences together. Example (1b) represents a compound sentence which is joined by the lexical item but. Example (1c) is a complex sentence, which is used with the adverbial connector even though. Example (1d) shows an adverbial clause of contrast while to indicate different ideas between the two clauses.

One of the most recent research articles was Hassoon's (2023) investigation on EFL learners' preference on grammatical structures. The researcher recruited the participants of Iraqi EFL learners to study their use of compare and contrast conjunctions in English. The results revealed that the participants preferred to use only simple compare and contrast conjunctions, such as but, because they were able to use it accurately. On the other hand, they lack the ability to use complicated contrastive conjunctions, such as though and not only ... but also. While related previous studies focus on the use of compare and contrast conjunctions as written by EFL learners, this study contributes to the field by using business news articles.

There are several advantages of using business news articles in English. Right now, we are living in the globalization era where business transactions are

everywhere. Having an understanding of business seem to be beneficial for everyday life. In addition, many universities seem to respond to this need by providing a study program of business English. It was found that research papers in the field for students to study are inadequate. Moreover, the features of compare and contrast lexical items appearing in business news articles allows business writers to link information between clauses, sentences and paragraph effectively and efficiently. Therefore, the current study leads to the following research objective and research question.

### **Objective of the Study**

To examine the preferences of compare and contrast conjunctions used in business news articles

### **Research Question**

What are the preferences of compare and contrast conjunctions used in business news articles?

### **Literature Review**

This section provides notions of lexical items of compare and contrast. Several linguistic principles relating to the study are also given. Finally, related previous studies are also mentioned.

#### **Preferences of Different Lexical Items in Different Genres**

What does it mean when someone says that we have creativity in producing a language? Even though a person may have limited grammar and vocabulary items in their brain, the ability to create a language is unlimited or infinite (Radford, 2009). This is true; different genres of writing seem to have their own limitation of human being's creativity in order to produce a language. For example, the genre of academic prose requires the writers to follow specific norms and regulations more strictly than other genres. Lexical items and grammatical structures as used in this genre must be formal, appropriate, and consistent. For example, however and although are those contrast lexical items that are frequently used in academic texts. On the other hand, the genre of novels is likely to be written in a more creative way as the purpose of novels is to entertain readers. So grammatical structures and vocabulary used in writing English novels tend to be more creative than academic prose. For example, the lexical items like as if and whereas are

likely to be frequently found in novels. With this notion, it seems that human beings seem to have their own creativities in using different compare and contrast conjunctions in English in different text varieties.

### Genre-based Approach

According to Halliday (1989), Genre-based approach refers the patterns of feature of language that is particularly used in spoken and written register. There are three main principles included. First, it is the writer or speakers' aim, technically known as purpose of communication. Secondly, it is the way the information is organized or organization structure. Finally, the last one is the language features that are used to arrange information in certain genre. This study focuses on the last feature in studying the use of compare and contrast lexical item in business news articles.

### The Principle of Continuity

The principle of continuity refers to the flow of sentence structures in writing (Forsyth, 2009). When comparing or contrasting two entities, combining them into one sentence could lead to a better flow of reading. Also, it is easier for the readers to skim and scan the two objects between the right and left adjacency between the boundary of the sentences. For example, Peter like chocolate, but Mary love strawberry. The sentence could be read smoother than separating the sentence in to two sentences linking by however. For example, Peter like chocolate. However, Mary love strawberry.

### Compare and Contrast Conjunctions

Compare and contrast conjunction are lexical items that are used to link to entities, such as people, place and objects together (Swan, 2016). The two information could be compared and contrasted within a clause, a sentence or different sentences and the same paragraph. These conjunctions are the lexical items to signal the readers to prepare themselves for similar of different information.

### Compare Conjunctions

According to Swan (2016), compared conjunctions are words, phrases, or lexical expressions that are used to compare two or more entities, such as people, animals, objects and things. Examples of compare conjunctions are given in context as follows:

(2)

(a) **Like** John, Mary enjoys eating chocolate so much.

(b) John **as well as** Mary enjoy eating chocolate so much.

- (c) John enjoys eating chocolate so much, the **same** as Mary.
- (d) **Both** John **and** Mary enjoy eating chocolate.

Examples (2) show some examples of compare conjunctions in English. Once read, it allows us to see that example (2a-2d) are semantically the same. However, they are used with different compare conjunctions, such as like, as well as, and the same as.

### Contrast Conjunctions

Contrast conjunctions refer to words, phrases or expressions that are used to contrast between two people, objects or things (Jones, 2016; Swan, 2016). Examples of lexical items of contrast are given as follows:

- (3)
- (a) John likes chocolate ice-cream, **but** Mary loves strawberry ice-cream.
- (b) **While** John likes chocolate ice-cream, Mary loves strawberry ice-cream.
- (c) John likes chocolate ice-cream. **However**, Mary loves strawberry ice-cream.

Examples (3a-3d) present some exemplifications of contrast conjunctions, referring to opposite ideas. Even though they are semantically the same, different contrast conjunctions, such as but, while and however are used in these examples.

### Related Previous Studies

This section reviews previous studies in relation to the use of compare and contrast conjunctions. One of the interesting studies belongs to Darweesh (2016) who examined the use of compare and contrast conjunctions written by Iraqi EFL learners. Darweesh (2016) recruited 40 EFL learners from the Department of English Language at Kufa University. They were asked to perform the use of adversative conjunctions, such as whereas, however and on the other hand. The results showed that the participants can apply the simple adversative conjunctions, but correctly. They cannot use more complicated ones, such as however, whereas and nevertheless correctly. Because of this, they use but repetitively in their writing (Darweesh, 2016). This study shows that EFL learners have certain problems in using compare and contrast lexical items in English.

Dehham (2015) used Iraqi EFL learners majoring in English, Department of English, University of Babylon to study their use of contrastive conjunctions in English. Dehham's (2015) results were consistent with Darweesh (2016) in that Iraqi learners of English have difficulties in the production of contrastive conjunctions. The error is due to interlingual error referring to applying the rules of their own native language into the second language (i.e.,

\*this is not winter. But then, it is cold) (Dehham, 2013, p. 58). The error of using contrastive conjunctions among EFL learners' is also explained by incomplete application of rules (\*They had little money. In spite of that they always bought their children expensive presents) (Dehham, 2015, p. 58).

Hassoon (2023) studied the use of compare and contrast conjunctions as written by journalism students from University of Babylon as the skills of writing are so crucial for them. The participants are Iraqi EFL learners. The researcher applied a test of compare and contrast conjunctions for the participants to select the correct choice for 22 items. The results show that the participants can use the contrastive connector but correctly. However, when it comes to complicated contrastive conjunctions, such as *though* and *not only, but ... also*, about 80 percent of the participants made mistakes. This means that the participants can apply only simple compare and contrast conjunctions. Again, the first language interference is recorded as the barriers that cause errors of using compare and contrast conjunctions among EFL Iraqi learners.

Not only does this situation happen among EFL Iraqi learners of English, Thai EFL learners also face a similar situation of using contrastive conjunctions. Singchai and Juturapitakkul (2016) studied 30 adversative conjunctions used by Thai EFL learners who in grade 11. They were instructed to write a 250-word narrative essay in English. The results showed that they prefer to use simple choice of adversative conjunction, such as *but* and the use of subordinating conjunctions such as *although*, *though* and *even though* were rarely found. This current study focuses on business news because of several reasons. There is various usefulness for business news readers as it is defined as news of business, industry, commerce, banking, finance, and trade. Economic news benefits family units as the news is related to presenting information about events that could affect the whole family. Also, business and financial news benefits those who are actively managing their money with some combination of investment. Furthermore, the business news section also benefits readers who are interested in personal finance and money management. Therefore, the business section is guaranteed to benefit the business news readers in financial aspects that could affect both business and personal finance.

In addition, this study also aims to contribute to the field of business English studies as they are increasingly popular courses to be studied in many countries around the world. This is because it is believed that business English has its own norms of writing, including grammatical aspects and vocabulary use (Wongkittiporn, 2022). If business English has its own style of writing, including its own grammatical and vocabulary use, it seems to be necessary for learners in the field to study this genre in order to increase their effectiveness in writing. Applying the norms of business writing correctly could lead to the success of business communication. With this idea, it leads one to the following research methodology.

## Methodology

### Criteria of Newspaper Selection

There are two common criteria of newspapers selection when conducting research papers relating to language studies. One of them is concerned with circulation. Circulation refers to the number of subscriptions of a newspaper which is normally statistically counted by a measurement of years in comparison of other newspapers (Wongkittiporn, 2022). With this criterion, the appropriate newspaper that could be taken to study could gain popularity with a measurement of circulation (Wongkittiporn, 2022).

In addition to the higher circulation of newspapers selected to be studied, another important criterion is that the newspapers must be national newspapers, not local one. This is because the language used between the two newspapers is likely to be different. This is because the national newspaper used standard English (Wongkittiporn, 2022).

After an observation, the business sections in The News Yorks Times were selected in this study because there include various business topics such as economy, stock markets, digital marketing, finance, and business technology. These topics could help the readers become up-to-date people in the 21st century.

### Sources of Data

Based upon the criterion of newspapers selection as mentioned above, this current research selected the business section in The New York Times, which is a renowned American national newspaper. Moreover, the circulation of The New York Times is ranked number 1 among American newspapers. The circulation of The New York Times as updated in 2023 is 569,379,567 subscriptions. One of the distinctive advantages of gathering information from newspapers is that, unlike novels, the written styles in newspapers are not limited to only one author.

### Data Collection and Data Extraction

The data in this study were gathered from the sections of business news in The New York Times from January 1, 2023 to March 10, 2023. A total of 120,000 words contains 180 tokens of compare and contrast conjunctions to study their characteristics in business newspapers.

The data extraction in this study refers to how the data was cut from the original text to study the use of compare and contrast conjunctions used in business news articles. The data extraction in this study is based upon a level of sentence as illustrated in (4).

(4)

And then there are the underlying sectors, which are also tracked in separate indexes by S&P. These indexes, which tend to more directly show pain afflicting their subsets of stocks, show that the financial sector fell more than 10 percent in March, **while** [CONTRAST CONJUNCTION] energy stocks dropped 1.1 percent and real estate companies slid 4.2 percent.

*The New York Times*

The lexical item while is categorized in the group of contrast conjunctions. It is used as a key word when a token of compare and contrast conjunctions is studied. However, the previous sentence of a token is sometimes kept as supporting information for the data analysis.

## Data Analysis

The data analysis of lexical items of compare and contrast in this study follows Swan (2016). The framework of data analysis is given in Table 1 and Table 2.

**Table 1** Lexical Expressions of Compare

And Be similar to Be compared with Both ... and ...	Comparatively .....er than In the same way Like	Likewise Similarly The same as Resemble
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### Examples

Peter likes to travel abroad **the same as** me

**Like** Peter, I enjoy travelling abroad.

**Table 2** Lexical Expressions of Contrast

But Even though However In contrast	On the contrary On the other hand Otherwise though	Unlike Whereas While/ Whilst Yet
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## Examples

Peter like to stay in rural areas, **but** I like to live in urban areas.

**Unlike** Peter, I like to live in urban areas.

The expressions of compare and contrast conjunctions in Table 1 and Table 2 are used to extract the data and analyzed as in Table 3.

**Table 3** Data Analysis

(5)

Classifications	Examples
Compare Conjunctions	(a) The partnership for New York City's data indicates that financial service firms were back in the office in greater numbers <b>than</b> [COMPARE CONJUNCTION] many other companies. <i>(The New York Times, 2023)</i>
Contrast Conjunctions	(b) And then there are the underlying sectors, which are also tracked in separate indexes by S&P. These indexes, which tend to more directly show pain afflicting their subsets of stocks, show that the financial sector fell more than 10 percent in March, <b>while</b> [CONTRAST CONJUNCTION] energy stocks dropped 1.1 percent and real estate companies slid 4.2 percent. <i>(The New York Times, 2023)</i>

Examples (5a-5b) show sentences with compare and contrast conjunctions. The key word of the lexical expression of comparison is presented as greater [...] than, while is of the contrast.

### Results of the Study

This section reports the result of compare and contrast conjunctions in business news articles. For the total of 120,000 words using of compare and contrast conjunctions in business news articles, there are 180 tokens which show specific use, which are short and informal.

### Quantitative Data of Compare and Contrast Conjunctions in Business News Articles

This section provides frequencies and percentages of compare and contrast conjunctions used in business news articles as in Table 4.

**Table 4** Frequency and Percentages of Compare and Contrast Conjunctions in Business News Articles

Classifications	Frequencies (Tokens)	Percentages (%)
Compare Conjunctions	71	39.44
Contrast Conjunctions	109	60.56
Total	180	100

Table 4 presents frequencies and percentages of compare and contrast conjunctions in business news articles in The New Yorks Times. The percentage of contrast conjunctions occurs higher at 60.56 percent. In contrast, the percentage of compare conjunctions occurs only at 39.44 percent. The empirical evidence of compare and contrast conjunction in business news articles in this study is exemplified in the following sections.

#### Comparison Conjunctions

The style of making a comparison in business news articles appears to be short and concise, as in (6).

(6)

(a) At the end of 2018, Microsoft's and Apple's combined index weight was **less than** Apple's today on its own.

*(The New York Times, 2023)*

(b) The partnership for New York City's data indicates that financial service firms were back in the office in **greater** numbers **than** many other companies.

*(The New York Times, 2023)*

(c) While natural gas causes **fewer** greenhouse gas emissions **than** oil does, the expansion of gas exploitation is incompatible with commitments that nations have made to limit emissions, according to the Intergovernmental Panel on Climate Change, the pre-eminent grouping of scientists who study global warming.

*(The New York Times, 2023)*

(d) Less subject to public scrutiny are the national oil companies of countries such as Norway, Saudi Arabia and the United Arab Emirates, which made profits even **greater than** those of private multinationals.

Using less than in (6a), the reporter makes a comparison between Microsoft and Apple combined in the past and Apple in the present day. In (6b), it is a comparison between financial service firms and other companies. In (6c), it is a comparison between natural gas and oil. (6d) shows a comparison between private multinationals and government entities from countries like Norway, Saudi Arabia and the United Arab Emirates.

### Contrast Conjunctions

One of the results of the study is in concordance with general concept of using the contrast conjunction but, where two entities are taken to be contrasted (Swan, 2016).

(7)

(a) In March, S&P sought to rebalance the index again, moving a handful of large tech-oriented companies – including **Visa and Paypal** into the financial sector, **but** further entrenching **Apple and Microsoft**'s dominance as the two tech heavyweights.

*(The New York Times, 2023)*

(b) And then there are the underlying sectors, which are also tracked in separate indexes by S&P. These indexes, which tend to more directly show pain afflicting their subsets of stocks, show that the **financial sector** fell more than 10 percent in March, **while energy stocks** dropped 1.1 percent and real estate companies slid 4.2 percent.

*(The New York Times, 2023)*

(c) **While the Labor Department** found that remote work was almost back to prepandemic levels, **many other surveys** show it is up four-to fivefold.

*(The New York Times, 2023)*

(d) **While coal development** has been falling across the world (with the notable exceptions of China and India), the economies of many countries, both rich and poor, remain reliant on **fossil fuel**.

*(The New York Times, 2023)*

In (7a), the journalist makes a comparison between the two entities, referring to different companies in this case. The companies named Visa and Paypal are taken to be contrasted with Apple and Microsoft. Example (8b) shows the contrast conjunction while to contrast between financial sector and energy stocks. In (7c) the information given is contrasted between the Labor department and many other surveys. In (8d), the reporter

makes a contrast between coal development and fossil fuel.

## Discussion

Based upon the results of compare and contrast conjunctions used in business news articles, we can see the particular characteristics and linguistic preferences of compare and contrast conjunctions in business writing. The use of compare and contrast conjunctions in this study are well explained by principle of informality and principle of continuity.

### Principle of Formality

The principle of formality is one of the distinctive reasons to explain characteristics of compare and contrast conjunctions in business news articles.

(8)

(a) [...] natural gas causes **fewer** greenhouse gas emissions **than** oil does [...]

(Compare Conjunctions)

(b) In March, S&P sought to rebalance the index again, moving a handful of large tech-oriented companies – including Visa and Paypal into the financial sector, **but** further entrenching Apple and Microsoft's dominance as the two tech heavyweights. (Contrast Conjunctions)

*(The New York Times, 2023)*

Examples (8a-8b) show the preferences of compare and contrast conjunctions in business news articles which happens to be shorter and rather informal as in -er than and but. As explained by Forsyth (2009), there are several major characteristics that business readers show in their expectation toward reading business articles, which are brief, simple, and relevant. Business writing needs to be brief as shorter information is preferred more than long messages. The writers must avoid providing irrelevant or unnecessary information, complexity, including vocabulary and structural use (Forsyth, 2009). This could be a reason to support why we could not see longer expressions, such as in contrast, on the other hand, in comparison with and similarly in business news articles.

### Principle of Continuity

The principle of continuity refers to the flow of sentence structures in writing (Forsyth, 2009). If we carefully look at sentences with compare and contrast conjunctions again, we can see that all sentences are written with continuity running from the start to stop as in (9).

(9)

(a) In March, S&P sought to rebalance the index again, moving a handful of large tech-oriented companies – including **Visa and Paypal** into the financial sector, **but** further entrenching **Apple and Microsoft**'s dominance as the two tech heavyweights.

(b) And then there are the underlying sectors, which are also tracked in separate indexes by S&P. These indexes, which tend to more directly show pain afflicting their subsets of stocks, show that the **financial sector** fell more than 10 percent in March, **while energy stocks** dropped 1.1 percent and real estate companies slid 4.2 percent.

(c) **While the Labor Department** found that remote work was almost back to pre-pandemic levels, **many other surveys** show it is up four-to fivefold.

(d) **While coal development** has been falling across the world (with the notable exceptions of China and India), the economies of many countries, both rich and poor, remain reliant on **fossil fuel**.

*(The New York Times, 2023)*

Examples (9a-9d) show that one sentence is written with two contrasting ideas from the start to the end although there are other ways to explain it as reproduce in (10).

(10)

The Labor Department found that remote work was almost back to pre-pandemic levels. **However**, many other surveys show it is up four-to fivefold.

*(The New York Times, 2023)*

The results in this study go along the same lines as Forsyth, (2009) stating that the characteristics of business writing is continuous, unbroken, and uninterrupted. Stopping the sentence and using the contrast conjunction however as in (11) makes the idea become interrupted.

## Conclusion

The current study investigates the use of compare and contrast conjunctions in business news articles in order to answer the following question.

### **What are the compare and contrast conjunctions in business news articles?**

Based upon the results of this study, the use of compare and contrast conjunctions show unique characteristics. According to Forsyth (2009), the major characteristics of business writing are simple, brief and uninterrupted. This is reflected through the use

of compare and contrast cohesive devices in business news articles in this study. This fits well with the principle of informality and the principle of continuity. Not only does the frequent use of the lexical items but and while reflect simple word choices, but they are used for the sake of continuity when the readers read business news articles. Along the same lines, the use of -er ... than is a frequent compare cohesive device used in business news articles as it is considered as a simple choice when comparing with others such as in comparison with, comparatively and likewise.

The results of this study can explain only the use of compare and contrast cohesive devices in business news articles. Generalizing the results of this study to other materials such as novels and academic prose may not be applicable to an optimum level. For future research in the field, selecting the material of academic prose, such as applied linguistics research articles may contribute something new to the field.

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