

Exemplification

Aim: To help students understand and use the language to introduce examples.

Time: 60 minutes & homework task.

Delivery: This lesson can be delivered face-to-face or online. For online delivery, each worksheet could be placed in a class document on OneDrive.

Lead in

- Distribute or project **worksheet 1**. Students read **task 1**: text analysis.
- Teacher – you may wish to show your writing criteria and point out where exemplification is assessed (this could be under ‘task’ or ‘organisation’).

Language Review

- Distribute or project the language review. Students read and discuss rules.

Guided Practice

- Distribute or project **worksheet 2**. Students complete **task 1**: identify the correct phrase.
- Feedback: distribute or project **worksheet 2 task 1 ANSWERS**.
- Students complete **task 2**: Gap fill activity.
- Feedback: distribute or project **worksheet 2 task 2 ANSWERS**.
- Distribute or project **worksheet 3**. Students complete **task 1**: Add examples and phrases to the sentences.
- Feedback: distribute or project **worksheet 3 task 1 SUGGESTED ANSWERS**.
- Distribute or project **worksheet 4**. Students complete **task 1**: gap fill - paragraph.
- Feedback: distribute or project **worksheet 4 task 1 SUGGESTED ANSWERS**.

Freer Practice

- Distribute or project **worksheet 5**. Students complete **task 1**: writing a paragraph.
- Feedback¹: students do peer feedback. Use the included **checklist**.
- Feedback²: distribute or project **worksheet 4 task 1 SUGGESTED ANSWER**.

Homework

- Students find an article related to their area of study and notice how examples have been used.
- Students choose a topic connected to their studies and write a paragraph paying careful attention to the language learnt in the session.
- Teachers take in and mark. Use our error correction code. <https://www.academic-englishuk.com/correction-code>

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Worksheet 1: Giving Examples

Task 1

- When we make generalisations in academic writing, we need to support these ideas with explanations, examples or evidence. Look at the five texts and see how the writer has supported their generalisations with examples. Highlight the three key components:

Generalisation

Language for giving examples

Example

It is often claimed that mergers and acquisitions are unsuccessful. A case in point is eBay's acquisition of SKYPE in 2005. eBay acquired SKYPE because it thought that buyers and sellers would want to communicate face-to-face; however, it soon became apparent that users preferred to communicate by email, so therefore eBay sold SKYPE four years later.

Family businesses are generally [redacted]. A well-known example [redacted] founded by the Walton family in the early [redacted] worth is currently over \$320 billion.

In many cases, [redacted] if they are too niche or over-hyped. For instance, the *Hula Hoop* and the *Tamagotchi* were extremely [redacted] market, [redacted], their sales figures dropped dramatically.

It is widely believed that more and more people prefer [redacted] in [redacted] of employment, entertainment and wellbeing, yet the majority of the world's population continue [redacted].

Many people [redacted]. The Food Standards Agency, however, will not deem the goods fit for purpose if they do not [redacted] and low toxicity levels.

Language Review

For instance, For example

- Used to support an argument or to explain what you mean.
- These are used at the beginning or middle of a sentence.
- [REDACTED]
- The following language needs to be a complete sentence or a noun phrase.

Example 1

Companies that integrate CSR into their operations can expect good profitability. *For example*, TOMS focuses on environmental and social impacts at every stage of their operations whilst still making a healthy profit.

Example 2

Some companies, *for example Toms*, [REDACTED] a healthy profit.

Such as

- Used to give one or more examples of the type of person or thing you've just mentioned.
- It is used in [REDACTED] before and after – *non-restrictive*.
- It is used towards the end of a sentence with a comma before – *non-restrictive*.
- It is used in the [REDACTED] – *restrictive i.e. essential to the meaning*.

Example 1

Dairy products, *such as milk and cheese*, [REDACTED]

Example 2

Many [REDACTED], *such as soya, oat and almond*.

Example 3

Dairy products [REDACTED] are acidic.

In particular, particularly, especially

- Used to say 'above all other examples'.
- In particular can be [REDACTED] followed by a comma.
- Particularly/especially/in particular can all be used mid-sentence preceded by a comma and [REDACTED]
- Particularly/especially/in particular can all be used [REDACTED], noun phrase [REDACTED] commas.

Example 1

The city of London has a [REDACTED]. *In particular*, the British [REDACTED] continue to be the most visited.

Example 2

London is [REDACTED] world, *especially/particularly/in particular* during the summer when up [REDACTED]

Example 3

London's Royal parks, *especially/particularly/in particular* [REDACTED] in Europe.

A case in point

- Used to illustrate one single example.
- It can be [redacted] of a clause.

Example 1

Many independent [redacted] as a result of the coronavirus pandemic. *A case in point is the Edinburgh Woollen Mill (EWM Group).*

Example 2

Many [redacted] administration as a result of the coronavirus pandemic. *The Edinburgh Woollen [redacted]*

This is illustrated/exemplified by

- Used to show a typical example of something you just mentioned.
- It is only used [redacted], noun phrase or gerund.

Example

More and [redacted] drive. *This is illustrated/exemplified by the 30% reduction in the number of trips made [redacted].*

Including

- Used to say that something is part of a group.
- It is used in the [redacted] – non-restrictive.
- It is used towards the end of a sentence with a [redacted]
- It is [redacted] without commas – restrictive i.e. essential to the meaning.

Example 1

Many EU countries, including Denmark and Italy, have [redacted] Zeneca vaccine.

Example 2

Many EU countries have [redacted] vaccine, including Denmark and Italy.

Example 3

Countries including Denmark and Italy have [redacted] vaccine.

A well-known/classic/notable example of X is..

- Used to show that the thing or situation has all the features you would expect it to have.
- It is used [redacted] can be followed by a noun, noun phrase or gerund.

Example

It is claimed that [redacted]. A well-known/classic/notable example of a costly data breach is Wonga Loans.

- For more phrases go here: <https://www.phrasebank.manchester.ac.uk/giving-examples/>

Worksheet 2: Guided Practice

Task 1

- Highlight the most appropriate answer in the following sentences, and change the punctuation accordingly. Compare with a partner when you've finished.
1. Beijing offers tourists a number of sites to visit such as/especially the Great Wall, the Forbidden City and Summer Palace.
 2. Due [redacted], some universities are offering free courses through learning platforms. For example/such as [redacted] available through edx.
 3. More and [redacted] in the home. [redacted] instance the *Alexa* created by Amazon in 2013.
 4. Many people [redacted], including/especially those who [redacted] League clubs.
 5. Many UK charities, for instance/including [redacted] losses [redacted] months.

Task 2

- Complete the gaps with a phrase from the box, and make sure you add the correct punctuation. Compare with a partner when you've finished.

A case in point	especially	for instance	in particular	such as
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1. Einstein's physics equations _____ $E=mc^2$ have changed the world.
2. Companies _____ [redacted] with robots.
3. _____ people who are aged [redacted] to [redacted].
4. In the arts industry _____ [redacted] alone.
5. It is widely believed that four major companies [redacted]. _____ is *Tesco* [redacted] of the market share.

Worksheet 3: Guided Practice

Task 1

- Add an appropriate example to each sentence and introduce it using the phrase in brackets.

1. There are a number of brands that have been successful for more than 100 years. *(such as)*

2. It has been [redacted] offices this year. *(for example)*

3. Many EU countries [redacted] week. *(including)*

4. Friendships [redacted] development. *(especially)*

5. Social media networks [redacted] advertising. *(This is exemplified by)*

6. The last two decades [redacted] populations. *(A case in point)*

7. There is evidence [redacted] rise. *(for instance)*

8. 25% of young people in [redacted]. *(such as)*

9. The number of [redacted] in the last 20 years. *(particularly)*

10. There is [redacted] UK population. *(in particular)*

Worksheet 4: Guided Practice

Task 1

- Read the following paragraph on sport as a compulsory school subject. There are 4 examples missing. Add the examples and the language to introduce each example to each gap.

Sport as a compulsory school subject

Compulsory physical education has become a major area of interest in the field of education. On the one hand, there are [REDACTED] harnesses several important skills, i. _____ . Moreover, sport encourages children to [REDACTED] authorities are keen to promote. ii. _____ . However, there are [REDACTED] as other subjects, iii. _____ , must take precedence. Furthermore, many [REDACTED] there exist other facilities, iv. _____ , which can provide enough physical activity [REDACTED] really enjoys.

Worksheet 5: Freer Practice

Task 1

- Write a paragraph on [redacted] Use as many examples as you can.

Write your paragraph here...

Peer feedback

- Improve your own writing skills by analysing your partner's paragraph:

Has your partner...	Yes / No / Not Sure
Written a well-organised paragraph?	
Used a [redacted]	
Punctuated their phrases to introduce each example correctly?	
Used the [redacted]	
Made sure that the examples connect to the main points clearly?	

Homework

- Find an article [redacted]. Read through and highlight the examples. What language has been used to introduce each example?
- Select a topic from [redacted] using as many examples as possible.

Exemplification **ANSWER KEY**

Worksheet 1

Generalisation / Language for giving examples / Example

It is often claimed that mergers and acquisitions are unsuccessful. A case in point is eBay's acquisition of SKYPE in 2005. eBay acquired SKYPE because it thought that buyers and sellers would want to communicate face-to-face; however, it soon become apparent that users preferred to communicate by email, so therefore eBay sold SKYPE four years later.

Family businesses are generally considered to outperform their non-family counterparts. A well-known example of this is Walmart, which was founded by the Walton family in the early 1960s and whose net worth is currently over \$320 billion.

ALL ANSWERS ARE INCLUDED IN THE PAID VERSION