

## 2.6 Examples

### 2 Phrases to introduce examples

(Example answers)

- (a) Some twentieth-century inventions, such as TV and the internet, affected the lives of most people.
- (b) Lately many countries, for instance China, have introduced fees for university courses.
- (c) Various companies have built their reputation on the strength of one product, a case in point is Microsoft Windows.
- (d) In recent years more women, e.g. Angela Merkel, have become political leaders.
- (e) Certain countries such as Japan are frequently affected by earthquakes.
- (f) Many musical instruments, for example the guitar, use strings to make music.
- (g) A group of root crops, such as potatoes and carrots, constitute an important part of our diets.
- (h) Politicians have discussed a range of possible alternative punishments to prison, for instance community work.

### 3 Practice A

(Example answer)

Widespread use of the internet has led to a major change in shopping habits. It is no longer necessary to visit shops to make routine purchases, **for example many supermarkets offer delivery services for online customers**. With more specialised items **such as books and music** internet retailers can offer a wider range of products than bricks-and-mortar shops. They can also provide extra incentives to customers, **for instance free delivery or discounted prices**, in addition to the convenience of not

having to visit a real shop. As a result certain types of store **e.g. bookshops** are disappearing from the high street. Other products however, **for instance clothing and footwear**, appear to require personal inspection and approval, and in addition many people enjoy the activity of shopping, so it seems unlikely that the internet will completely replace the shopping centre.

## 4 Practice B

(Possible examples)

Customs: holidays and festivals, ways of greeting people

Everyday patterns of life: types of shop, shop opening times

Inevitable differences: language, currency

Rapid changes of mood: depression, elation

Relatively short period: two/ three months

Some aspects of their new surroundings: freedom, independence

## 5 Restatement

(a) The company's overheads, in other words the fixed costs, doubled last year.

(b) The Roman empire (27 BC – 476 AD) was a period of autocratic rule.

(c) The Indian capital, namely New Delhi, has a thriving commercial centre.

(d) Survival rates from the most common type of cancer, i.e. breast cancer, are improving.

(e) Participation rates in most democracies are in decline, that is to say fewer people are voting.