

## 43

## Developing an argument 1

A Words meaning *and*, *but* and *so*

*As a result of the reforms in the area of banking, trade and investment, the economy grew significantly and achieved high annual growth rates. In fact, last year the economy grew by 8%. (Asia Pacific Economic Review website)*

- Units 41 and 42 gave words like *and*, *but* and *so* to join parts of sentences. We can use longer words and phrases with the same meaning to link both across sentences and within more complex sentences.

and: *In addition, Besides, Moreover, Furthermore*

but: *However, Nevertheless, On the other hand*

so: *Therefore, Consequently, As a result*

These words and phrases are typical of formal speech (for example presentations) and writing. They usually come at the start of a sentence and have a comma afterwards, but can come after a comma in the middle of a sentence.

*Supplier A is cheaper, and their delivery times are good. However, supplier B has better quality products and they have a good reputation in the market.*

*This new process produces less waste, and as a result it's much better for the environment.*

*Our stocks are moving in a downwards spiral, therefore the Fed must cut interest rates to boost our confidence. That, at least, is the theory among investors this week. (Forbes.com website)*

B Examples: *for example*, *for instance*, *such as*

- We can use *for example* or *for instance*. Note the possible positions.  
*Our costs have gone up. For example, the cost of steel has nearly doubled.*  
*Our costs have gone up. The cost of steel, for example, has nearly doubled.*
- We use *such as* in the middle of a sentence to give examples. It is the same as 'like'. *Such as* is followed by a noun phrase, not a whole clause.  
*Some delays, such as strikes or bad weather, are beyond our control.*  
*Some delays are beyond our control, such as strikes or bad weather.*

C Additional/real information: *in fact*, *actually*

- We use *In fact*, *Actually* or *As a matter of fact* to add a piece of information to what we just said. The second piece of information gives more details.  
*We have plenty in stock. In fact/As a matter of fact, we could deliver tomorrow.*  
We also use these words to emphasise what the real situation is. This is surprising or different to what people imagine.  
*I thought we had some in stock, but in fact/actually we don't.*

D Sequence: *first of all*, *as well as this*, *finally*

- We can use *First*, *Firstly*, *First of all* to begin a series of points in a formal argument. For other numbered points we say *Second*, *Secondly*, etc.  
To add a point without numbering we can say *As well as this*, *Besides this* or *In addition*.  
At the end we can say *Finally*.  
*Why choose the Czech Republic? Well, first of all, it has lower labour costs than other neighbouring countries, and secondly, it has a stable currency. As well as this, it has a trained workforce with good labour relations, and finally, it has a strong local market.*

- To finish one point we can say *Overall* or *Taking everything into consideration*.  
*Overall*, a record 67% of the adult population is employed or looking for work, mainly because female participation in the labor force has jumped over the last two decades. (Business Week website)  
 To finish a formal speech we can say *In conclusion*.  
*In conclusion*, I'd just like to thank you all very much for coming, and I look forward to seeing you again at our next meeting on 31 September.

### E Generalising: *in general, on the whole*

- There are many words and phrases we can use to talk generally: *In general, On the whole, As a rule, Typically, All in all, Basically, Overall, Broadly speaking*.  
 Organisations **typically** have five 'customer' relationships: customers, business partners, suppliers, employees, and shareholders. (e-business advisor website)
- If we want to make a balanced argument we often use one of these phrases followed by a contrasting idea with a word like *but* (see section A and unit 41).  
*In general* the Japanese economy has not been very dynamic over recent years. **However**, some technology and telecom companies are growing very fast.  
*On the whole*, I think you're right, **although** I disagree with you about the level of risk.

### F Summarising: *so, to sum up, in summary*

- We can use *So, In short, To put it simply, To sum up* and *In summary* to summarise.  
**So, to sum up** the main points of my presentation so far, we are a truly international company offering a full range of services to corporate and private clients in the areas of finance, banking and insurance.  
*To put it simply*, food processors will lose competitiveness as a direct result of EU membership. (Business Central Europe website)

### G *Either ... or ..., instead of, except for*

- We use *either* to begin a list of possibilities. We do not begin with *or*. The other possibilities are introduced with *or*.  
**Either** we could cancel the product launch, **or** postpone it. (NOT ~~Or we could cancel~~)  
 But in speech we can begin with *or* to complete the other person's idea.  
 A: 'We could just cancel the launch.'  
 B: '**Or** perhaps postpone it.'
- We use *instead (of)* to mean 'in the place of something else'. At the end of a sentence, *instead* is used without *of*.  
 Can we have the meeting on Friday **instead** of Thursday?  
 Thursday is no good? OK, can we have it on Friday **instead**?
- We use *except, except for* or *apart from* to mean 'not including'.  
 I have contacted everyone **except (for)** Margaret.

## 43 Practice

### Exercise 1 **A B C E G**

Underline the correct words.

- 1 If registered mail is too slow, we could use a courier *instead/instead of*.
- 2 The fall in share prices has made investors nervous. On the other *side/hand*, it's an excellent buying opportunity if you're prepared to take a risk.
- 3 *As a rule/Therefore* I don't normally have a big lunch, but I'll come with you to the restaurant today.
- 4 All commodity prices rose last week, *also/except* gold.
- 5 We can *either/or* wait for a train, or go by taxi.
- 6 I know Madrid very well. *As a matter of fact/On the whole*, I worked there for a short time many years ago.
- 7 *As a matter of fact/On the whole* stocks are riskier than bonds, but stocks can give a better return in the long term.
- 8 It's convenient for me to come to work by car. *On the other hand/Besides*, the train would probably be quicker.
- 9 It's convenient for me to come to work by car. *On the other hand/Besides*, the company pays for the parking.
- 10 Investment in areas *for example/such as* biotechnology can be risky.
- 11 Investment in some areas, *for example/such as* biotechnology, can be risky.
- 12 Can we send an email *except for/instead of* a fax?

### Exercise 2 **A B C D E F G**

Complete each sentence with a word or phrase from the list below.

~~actually~~ as well as this either except instead such as therefore  
nevertheless so in general

- 1 People think it's expensive, but ..... actually ..... over the long term it isn't.
- 2 The restaurant is open every day ..... Monday.
- 3 She's out of the country and ..... unable to attend the meeting.
- 4 I was going on Tuesday, but now I'm going on Monday .....
- 5 ..... I think the meeting went very well, although we didn't manage to agree on the composition of the new team.
- 6 Some areas, ..... recruitment, are outsourced to other companies.
- 7 I'm sorry. .... you accept this price, or we can't do business.
- 8 It's reliable, safe and easy to use. .... , it's excellent value for money.
- 9 It's reliable, safe and easy to use. .... , the maintenance costs can be quite high.
- 10 ..... , in short, it's reliable, safe and easy to use.

### Exercise 3 **A B E**

Put four commas in this short paragraph.

*In general taking an MBA is a good idea for an ambitious young professional however you do have to make some sacrifices. You miss out on two years' valuable work experience for example and it can be very expensive.*



Exercise 4 **A B C D E F G**

- 48 Read this article about transport policy in city centres. Complete the article by choosing the correct alternative from A, B, C or D below. This exercise includes revision of unit 41.

## Want to enter, the city?

*Sorry, you'll have to pay.*

Traffic congestion in city centres is a big problem for both businesses and residents. Policy makers are being forced to think of solutions based on public transport, road pricing and restricted use of one kind or another (1) ..... unlimited access for cars at all times. What are the reasons for this? (2) ..... , cars cause noise and pollution in areas where people walk, shop or go sightseeing, and (3) ..... this they are of

course quite dangerous. (4) ..... ; cars cause traffic jams and (5) ..... many hours of work time are lost. (6) ..... , people need incentives before they change their habits and alternatives to cars are often not available or of poor quality. The first thing is that public transport must become more reliable and more comfortable. (7) ..... , bicycle use should be encouraged, (8) ..... by having more cycle lanes. Some large

cities, (9) ..... Amsterdam, are already organised in this way. But the most radical measure is road pricing. Asking motorists to pay to enter city centres is controversial, but is an increasingly common solution. So, (10) ..... , we can see that imaginative and sometimes unpopular measures will be needed to make the city centre a more pleasant place to work and live.

- |                 |                 |               |                 |
|-----------------|-----------------|---------------|-----------------|
| 1 A but         | B except for    | C instead of  | D such as       |
| 2 A As well     | B First of all  | C In fact     | D As a result   |
| 3 A As well as  | B Also          | C For example | D Except        |
| 4 A For example | B However       | C And         | D Secondly      |
| 5 A either      | B both          | C as a result | D instead of    |
| 6 A However     | B Therefore     | C So          | D In conclusion |
| 7 A To sum up   | B In addition   | C Actually    | D For example   |
| 8 A to sum up   | B in addition   | C actually    | D for example   |
| 9 A such as     | B as well as    | C instead of  | D except        |
| 10 A thirdly    | B in conclusion | C instead     | D also          |

Exercise 5 **A C D E G**

- 49 Complete this speech made by the leader of a Korean trade delegation at the end of a trip to Wales with the words and phrases from the list below.

~~first of all~~ in conclusion in addition therefore instead of as a rule however in fact

'Could I just say a few words? Thank you. Well, (1) first of all ..... I'd like to thank everyone here at GNK for organising today's visit. We have enjoyed meeting all the staff, seeing your new products and looking round your factory. (2) ..... , I would like to thank the local Chamber of Commerce who made the whole trip possible. As you know, we see the European market as very important for our company. (3) ..... , it is central to our future plans. (4) ..... , I'm sure that we can look forward to even closer cooperation between our two companies in the future. (5) ..... I think it's better to keep the ceremonies short on occasions like this, (6) ..... , I would just like to take this opportunity to leave you with something to remember our visit, and so I have great pleasure in presenting this book with photographs of Korea to your director, Chris Armstrong. (7) ..... , I hope that we may soon have the pleasure of welcoming some of you to our country in the future. Perhaps the next time we meet it will be in Seoul (8) ..... Cardiff! Once again, thank you all very much.'