

# 43 Developing an argument 1

## A Linking across sentences

Units 41 and 42 gave short, everyday words to join parts of a sentence. We can use longer, more formal words and phrases to link across sentences and within more complex sentences. Look at the examples below for *and*, *but* and *so*:

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

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

so: *Therefore, Consequently, As a result*

These words are typical of careful speech (e.g. 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 has good delivery times. **However**, supplier B has better quality and is more flexible with volume.*

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

## B Numbering points and concluding: firstly, in addition, finally, overall, in conclusion

We can use *First/Firstly/First of all* to begin a list of points. For other points we say *Second/Secondly/Third/Thirdly*, etc.

To add a point without numbering we can say *In addition, As well as this* or *Besides this*.

To finish the points we can say *Finally*.

*Why choose the Czech Republic? Well, **first of all**, it has a trained, flexible and relatively inexpensive workforce. **As well as this**, it has a good location in Central Europe near to key markets. **Finally**, it has good infrastructure.*

To conclude one particular discussion point we can say *Overall* or *Taking everything into consideration*.

*So, **overall**, things are improving.*

To finish and conclude more formally we can say *In conclusion*.

***In conclusion**, I'd like to thank you all very much for coming here today.*

## C Examples: for example, for instance, such as

We can use *for example* or *for instance*.

*Our costs have gone up. **For instance**, 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 are beyond our control, **such as** strikes or bad weather.*

## D True but surprising: in fact, actually

We use *In fact, Actually* or *As a matter of fact* to say what is really true, when this is surprising or different to what people think.

*We have plenty in stock. **In fact**, we could deliver tomorrow. (surprising)*

*I thought we had some in stock, but **actually** we don't. (different)*

## E Alternatives: either ... or, instead of

We use *either* to begin a list of possibilities. We do not begin with *or*.

***Either** we could cancel the launch, **or** we could simply postpone it. (NOT ~~Or we could ...~~, ~~or we could ...~~)*

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 meet on Friday **instead of** Thursday?*

***Instead of** Thursday, can we meet on Friday?*

*Can we meet on Friday **instead**?*

## F Exceptions: except for, apart from

We use *except, except for, with the exception of* or *apart from* to mean 'not including'.

*I contacted everyone **except (for)** Irina.*

## G Generalizing: in general, on the whole

To talk generally we can say: *In general, On the whole, As a rule, Typically, Broadly speaking*.

***In general**, large public companies have five key relationships: customers, business partners, suppliers, employees and shareholders.*

If we want to make a balanced argument, we often use one of these phrases followed by a word like *but* + a contrasting idea.

***On the whole**, I think you're right, **although** I disagree with you about the level of risk.*

***As a rule**, we usually ask for an upfront payment on a first-time order. **However**, I think we can be flexible on that.*

## H Summarizing: so, basically, to sum up

To summarize quickly we can use *So, Basically, In short* and *To put it simply*. To summarize more formally we can use *To sum up* and *In summary*.

***Basically**, the whole idea is ridiculous.*

***So, to sum up**, I've looked at three main issues in my presentation. First, ...*

## Exercises

Sections  
A, C, D, E, F, G

### 43.1 Underline the correct words.

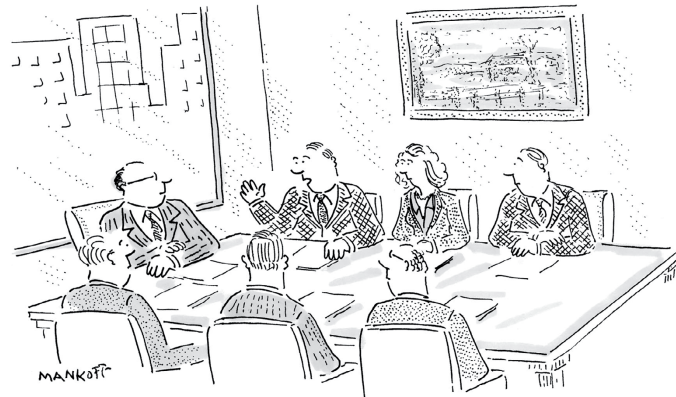
- If you don't want the Canon, what about this Panasonic *instead/instead of*?
- The fall in share prices has made investors nervous. On the other *side/hand*, it could be an excellent buying opportunity.
- As a rule/As a whole*, I don't normally have a big lunch, but I'll come with you to the restaurant today.
- All commodity prices rose last week, *apart/except* soybeans and wheat.
- We can *either/or* wait for a train, or go by taxi.
- I know Madrid very well. *As a matter of fact/On the whole*, I worked there for a short time many years ago.
- For instance/On the whole* I am a supporter of the green movement. However, I think that they are wrong to oppose nuclear energy.
- I like to drive to work because I can go door-to-door. *On the other hand/Besides*, the train would probably be quicker.
- I like to drive to work because I can go door-to-door. *On the other hand/Besides*, the company pays for my petrol.
- Investment in areas *for example/such as* biotechnology can be risky.
- Investment in some areas, *for example/such as* biotechnology, can be risky.
- The résumés are all very strong, *except for/instead of* these two here.

Sections  
A, C, D, E, F, G

### 43.2 Complete the sentences with the words or phrases in the box.

actually   moreover   either   except   in general  
instead   nevertheless   so   such as   therefore

- People think it's expensive, but *actually* over the long term it isn't.
- The restaurant is open every day \_\_\_\_\_ Monday.
- She is out of the country and \_\_\_\_\_ unable to attend the meeting.
- I was going on Tuesday, but now I'm going on Monday \_\_\_\_\_.
- \_\_\_\_\_, I think the meeting went very well, although we didn't manage to agree on a budget for next year.
- Some areas, \_\_\_\_\_ recruitment, are outsourced to other companies.
- I'm sorry, I've had enough. \_\_\_\_\_ he goes, or I go.
- It's reliable, safe and easy to use. \_\_\_\_\_, it's excellent value for money.
- It's reliable, safe and easy to use. \_\_\_\_\_, the maintenance costs can be quite high.
- \_\_\_\_\_, in short, we offer a full range of insurance products to both corporate and private clients.



*"On the one hand, eliminating the middleman would result in lower costs, increased sales, and greater consumer satisfaction; on the other hand, we're the middleman."*

Sections A, C, G

### 43.3 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.

## Exercises

Sections A, B, C,  
D, E, F, G, H

**43.4** Read this article about traffic in city centres. Complete the article by choosing the best alternative from A, B, C or D below.

### 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 various kinds. What are the reasons for this? <sup>1</sup> **B**, cars cause noise and pollution in areas where people walk, shop or go sightseeing. <sup>2</sup> \_\_\_\_\_ this, they require parking areas, and space in city centres is limited. And <sup>3</sup> \_\_\_\_\_, cars cause traffic jams and <sup>4</sup> \_\_\_\_\_ many hours of work time are lost. <sup>5</sup> \_\_\_\_\_, people do like the freedom and convenience of using their own car, and alternatives



are often unavailable or of poor quality. What can be done? Public transport has to become more reliable and more comfortable. <sup>6</sup> \_\_\_\_\_, bicycle use should be encouraged – <sup>7</sup> \_\_\_\_\_, by having more cycle lanes. Some large cities, <sup>8</sup> \_\_\_\_\_ Cologne and Amsterdam, are already organized 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, <sup>9</sup> \_\_\_\_\_, 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 As well      | B First of all  | C In fact     | D As a result   |
| 2 A Besides      | B Also          | C For example | D Except        |
| 3 A for example  | B however       | C instead     | D finally       |
| 4 A either       | B both          | C as a result | D instead of    |
| 5 A However      | B Therefore     | C So          | D In conclusion |
| 6 A To sum up    | B In addition   | C Actually    | D For example   |
| 7 A on the whole | B in addition   | C actually    | D for example   |
| 8 A such as      | B as well as    | C instead of  | D except        |
| 9 A thirdly      | B in conclusion | C instead     | D also          |

Sections  
A, B, D, E, G


**43.5** Complete this speech made by the leader of a Korean trade delegation in Slovakia with the words and phrases in the box.

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

“ Could I just say a few words? Thank you. Well, <sup>1</sup> *first of all* I'd like to thank everyone here at the Bratislava Chamber of Commerce for organizing our short tour of Slovakia. We have enjoyed looking round all the factories and meeting the employees. <sup>2</sup> \_\_\_\_\_, I would like to thank the Korean Ministry of Foreign Affairs and Trade, who made the whole trip possible. As you know, we see the European market as very important for our company. <sup>3</sup> \_\_\_\_\_, it is central to our future plans. <sup>4</sup> \_\_\_\_\_ I look forward to a close cooperation between our two countries in the future. <sup>5</sup> \_\_\_\_\_ I think it's better to keep the ceremonies short on occasions like this. <sup>6</sup> \_\_\_\_\_, I would just like to take this opportunity to leave you with something to remember our visit. I have great pleasure in presenting this book with photographs of Korea to Mr Telensky, who took such good care of us. <sup>7</sup> \_\_\_\_\_, I hope that we may have the pleasure of welcoming some of you to our country in the near future. Perhaps the next time we meet it will be in Seoul <sup>8</sup> \_\_\_\_\_ Bratislava! Once again, thank you all very much.

## Tasks

**Speaking: listen and repeat**

**1**  **43** You are going to hear eight phrases. Listen and repeat.

**Translate**

**2** Translate these short texts taken from the Internet into your own language. Remember not to translate word for word, but rather to make it sound natural.

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 Econ website*

Researchers found that while underweight and extremely obese people die earlier than people of a normal weight, people who are slightly overweight actually live longer than those of a normal weight.

*Reuters website*

**Writing: personalized practice**

**3** Complete the sentences with your own ideas.

- 1 I've divided my presentation into three parts. First of all I'm going to give you an overview of *the company and its product range* .  
Secondly, I'm going to \_\_\_\_\_ .  
And finally I'll \_\_\_\_\_ .  
If you have any questions, please feel free to interrupt.
- 2 As you can see, our products offer excellent value for money. As well as this, \_\_\_\_\_ .
- 3 Our costs have gone up significantly this year. For instance, \_\_\_\_\_ .
- 4 Some delays are beyond our control, such as \_\_\_\_\_ .
- 5 We have a lot of experience in this market. In fact, \_\_\_\_\_ .
- 6 I thought that working in a cross-cultural team would present some challenges, but actually \_\_\_\_\_ .
- 7 At the rate we're working we're not going to meet the project deadline. The way I see it we have two options. Either we \_\_\_\_\_ ,  
or we \_\_\_\_\_ .
- 8 Why don't we outsource our recruitment process instead of \_\_\_\_\_ ?
- 9 The planning for the conference is all complete, except for \_\_\_\_\_ .
- 10 In general I think that \_\_\_\_\_ ,  
although \_\_\_\_\_ .
- 11 Yes, I listened to everything she said. Basically, \_\_\_\_\_ .
- 12 So, to sum up, the main message that I want you to take away from this presentation is \_\_\_\_\_ .