

10. Being specific and giving examples

1) Look at the writing below. Do you think this is a good piece of academic writing? Why or why not? Can you think of any way to improve this writing?

Japan is one of the most developed nations in the world. As such, many tourists from other developed countries come to visit Japan every year because they feel it is a safe and comfortable place to visit. The Japanese government hopes that tourism will become even more popular in the future. The new law that requires all foreigners entering Japan to be fingerprinted could have serious effects on these hopes.

Foreign tourists don't like to be fingerprinted, because they think they are being discriminated against. There is a chance that tourists will stop coming to Japan if they have to give their fingerprints to enter the country.

Many academic essays fail because they are too general. An effective essay must be specific; not general. Sometimes providing examples can help an essay be more specific.

2) Why should we use examples in our research essays?

- They make the essay clearer
- They show you have done research
- They help convince the reader
- They help you use your references
- They increase your word count!

When we make a general statement in academic writing, it is usually a good idea to follow this with a specific statement, or an example to illustrate what we mean.

general statement  example (specific statement)

3) Match the statements on the left with the appropriate example on the right.

1. Japanese people have become fatter since American fast food restaurants came to Japan.	Since World War 2, the number of deaths from the disease has increased and became the top cause of death, surpassing strokes, in 1981.
2. It is very easy to make an impression on children.	For example, the sauce on a Big Mac contains three kinds of preservatives: potassium sorbate, sodium benzoate and calcium disodium EDTA.
3. Cancer is a very serious disease in Japan.	Since 1930, nine European teams have been involved in a World Cup final. Japan has never made it to the semi finals round.
4. European soccer teams are much stronger than Japan's national team.	A Health Ministry report reveals 29% of men aged 20-60 are overweight, compared with 24% in 2000.
5. There are many homeless people in Tokyo.	A new study suggests their cognitive abilities are a match for primates such as chimpanzees and gorillas.
6. There are many seasonings in fast food.	It opened its first shop here in 1996, but now had 722 shops by September 2007.
7. Crows are very smart animals.	Government statistics suggest there are 3000-4000 homeless in the Tokyo metropolitan area.
8. Starbucks quickly became the biggest chain of coffee shops in Japan.	Scientists believe they often can not tell the difference between the fantasy presented on television versus reality.

 Be careful about using the word "problem" in an academic essay. Unless you explain what the problem is, you are being too general.

Gun crime is a big problem in the U.S.A.  Over 30,000 Americans are killed by guns each year.

<p>LANGUAGE FOCUS: using examples</p> <p>There are many examples to illustrate this.</p> <p>There are numerous examples to support...</p> <p>Let us look at three examples...</p> <p>Take ____ for example...</p> <p>____ is a good example to illustrate...</p>	<p>Another example might be...</p>
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Look at the writing below.

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Foreign tourists don't like to be fingerprinted, because they think they are being discriminated against. There is a chance that tourists will stop coming to Japan if they have to give their fingerprints to enter the country.

1. **How many sentences are there?** _____

2. **What do you think is the thesis statement of this essay? (use your imagination):**

3. **Where could these example sentences fit into the above paragraphs?**

- a. It has the second largest economy in the world
- b. After America introduced similar laws about fingerprinting foreigners, tourism to the U.S.A. dropped 18%.
- c. The Minister of Tourism has said he wants 10 million new visitors by 2015.
- d. Last year, more than 10 million foreigners visited this country

Language Focus: introducing controversy

_____ is still a controversial topic.
There seems to be little agreement on _____.
Many studies have been made, but it is still undecided as to whether...