Giving examples

As you may know, 'transition signals' are words and expressions used by the speaker which help the audience to understand the structure of the presentation. You use transition signals when you want to move from one subject or item to another, when you want to give examples, if you want to digress, when you want to describe visual aids, when you want to invite questions, and when you want to sum up or conclude. Here you will learn how to introduce examples.

When you are speaking to an audience, it is always a good idea to provide examples to illustrate or support the statements you make. It gives listeners the opportunity to develop a concrete image of your topic. You can introduce examples by using one of the following expressions:

- Let me give you an example.
- An example of this is...
- An illustration of this is...
- For example...
- For instance...
- Such as...

Activity 1: Can you find the expressions that introduce examples from the presentation extract below?

It is very clear that the use of computers in offices has had an effect on people's health. There has been a clear increase in general lack of fitness among office workers, as well as a rise in specific problems associated with computers, such as RSI or repetitive strain injury. To illustrate this, I’d like to look at the case of Loretta Parker...

Activity 2: Now it is your turn to think about the way you can introduce examples. Think about the topics below, and try to think of some general comments, supported by examples.

1. The climate of your country
2. The different foods of your country
3. The value of sports and exercise
4. The importance of travel