

Chapter 10

Example or Illustration

The writer uses examples or illustration to develop a general idea or prove a general statement. Examples are specific and concrete, not general or abstract. They explain, clarify, or demonstrate a general idea. An illustration is an extended, developed example.

Examples help readers understand the writer's ideas by making abstract ideas concrete and easier to understand. Just as a picture or illustration helps the reader see and understand the writer's ideas, examples or illustrations help the reader understand a general idea. Examples are also more memorable than abstractions. Most students remember the examples an instructor used in class long after they've forgotten the point the instructor was trying to make. Examples keep the reader's attention and make writing vivid and memorable.