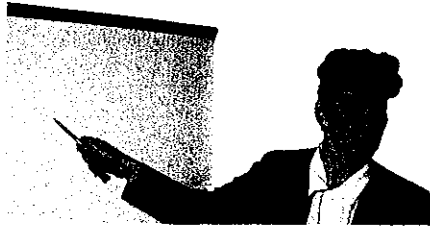


Language knowledge



JOANNA BROOKES

'Production flattened out around the 480,000 mark for four years and then, more worryingly, dropped to 460,000 last year.'

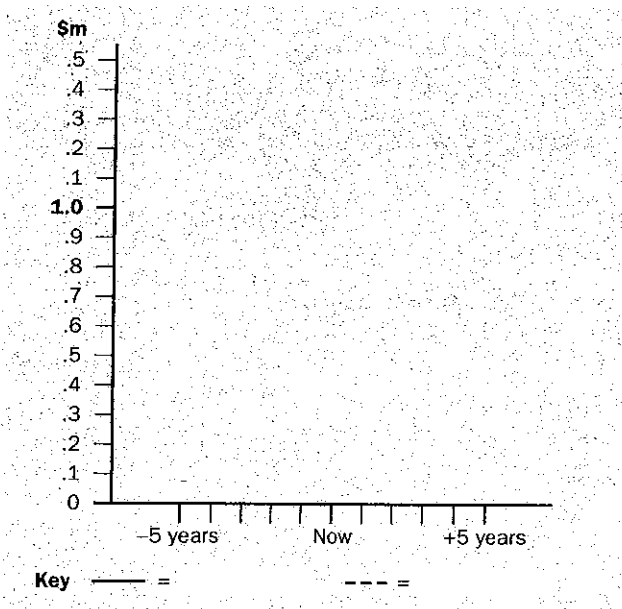


- 1 You are going to hear Francesca Rocca, Finance Director of Marvotto, talking about turnover figures. As you listen, write the information she presents on Graph 1 below. Check your version with the key on page 62.
- 2 Complete this description with information from Graph 2 below. Check your answers in the key on page 62.

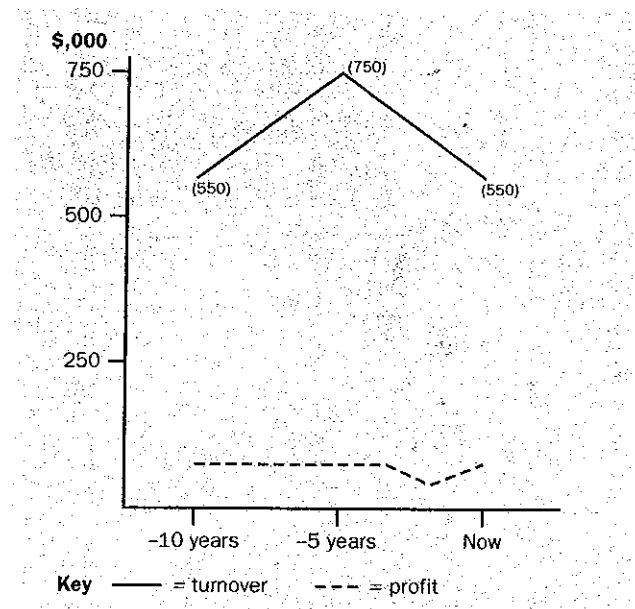
I'd like to draw your attention to some key figures. On this graph, I have **a** _____ both profitability and turnover. The **b** _____ line represents turnover and the **c** _____ one represents profits over the last ten years. As you can see, ten years ago our turnover stood at £550,000. Over the next five years it **d** _____ steadily. It reached a peak of £750,000 five years ago and, unfortunately, since then it has **e** _____. It now stands back at £550,000.

Let's look at the profit figures for a minute. During the same period, profits **f** _____. There was a slight **g** _____ in 1993, but otherwise we have **h** _____ our profitability throughout this period.

Graph 1

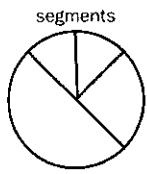


Graph 2

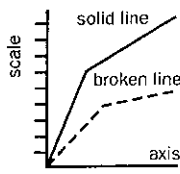


Language focus Describing trends, charts, and graphs

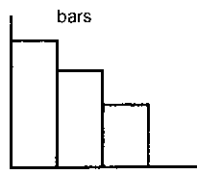
Types of chart



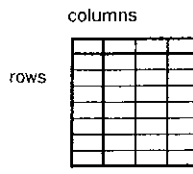
pie chart



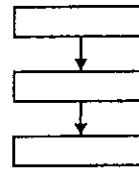
line graph



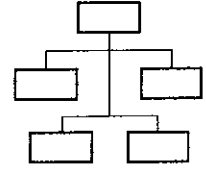
bar chart



table



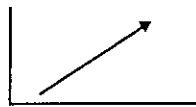
flow chart



organigram

Describing change

Upward movement
to increase/rise/go up
to grow/expand
to rocket/boom



Our sales rose last year.

To increase and to expand can also be used transitively:
e.g. We increased sales.

We expanded our workforce.

To raise can only be used transitively:
e.g. We raised our prices.

Note

Transitive verbs can be used when we want to express an action which affects an object.

ACTION OBJECT
e.g. We raised our prices.

Intransitive verbs cannot be used to express an action, only a result.

RESULT
e.g. Prices rose.

Downward movement
to decrease/fall/drop/
decline/go down
to contract
to slump/collapse



Profits have fallen recently.

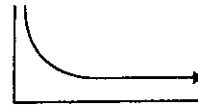
To decrease and to drop can also be used transitively:
e.g. We have decreased our costs.

We will drop our prices.

To reduce and to cut can only be used transitively:
e.g. We reduced his salary.

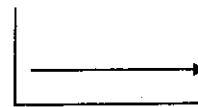
We had to cut 200 jobs.

An end to movement
to flatten out/level off



Sales have flattened out.

No change
to remain constant/stable
to stay the same/at the
same level



Sales have remained constant.

Three other verbs – to maintain, to hold and to keep – are used transitively:

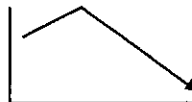
e.g. We plan to maintain our dividend (at the same level).

We need to hold our costs down.

We plan to keep our prices low.

Degree of change

dramatically/considerably/significantly/moderately/
slightly



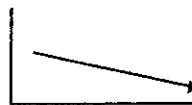
Sales have fallen considerably.



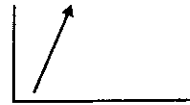
Profits rose slightly.

Speed of change

rapidly/quickly/suddenly/gradually/steadily/slowly



Absenteeism had dropped slowly.



Sales went up rapidly.

3 Make these sentences transitive. The first one has been done for you. Check your answers in the key on page 62.

a Our salaries have remained constant for five years.

The company _____ salaries at the same level.

b The temperature in the building has fallen.

The caretaker _____ the temperature in the building.

c Interest rates have risen over the last two weeks.

Banks _____ their interest rates.

d Production has stayed the same for some time.

The company _____ production at the same level.

e The average age has decreased in the company.

Recruiting policy _____ the average age.

4 We often use noun phrases instead of verbs to describe trends. For example:

Prices *have risen considerably*.

There has been *a considerable rise* in prices.

Change the following sentences to include a noun phrase. Compare your answers with the key on page 63.

a The market has expanded slightly.

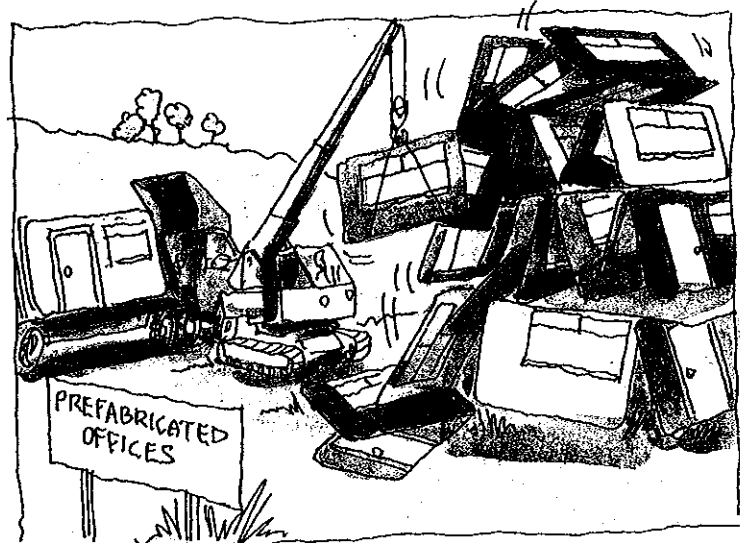
b Prices are going to fall dramatically.

c Our export sales collapsed suddenly.

d Sales are increasing steadily.

e Salaries have dropped gradually.

f Profits will certainly rise significantly.



'Our export sales collapsed suddenly.'

5

REFERRING TO VISUAL AIDS

Even if a visual aid has been designed using the techniques discussed in this unit, it can only work well if the presenter knows how to refer to it effectively.

- 5.1 You will hear three short excerpts from a presentation in which the speaker refers to a visual aid about international student recruitment. The visual aid itself and the transcript of each excerpt are shown below. As you listen, fill in the blanks to complete the missing words.

Excerpt A

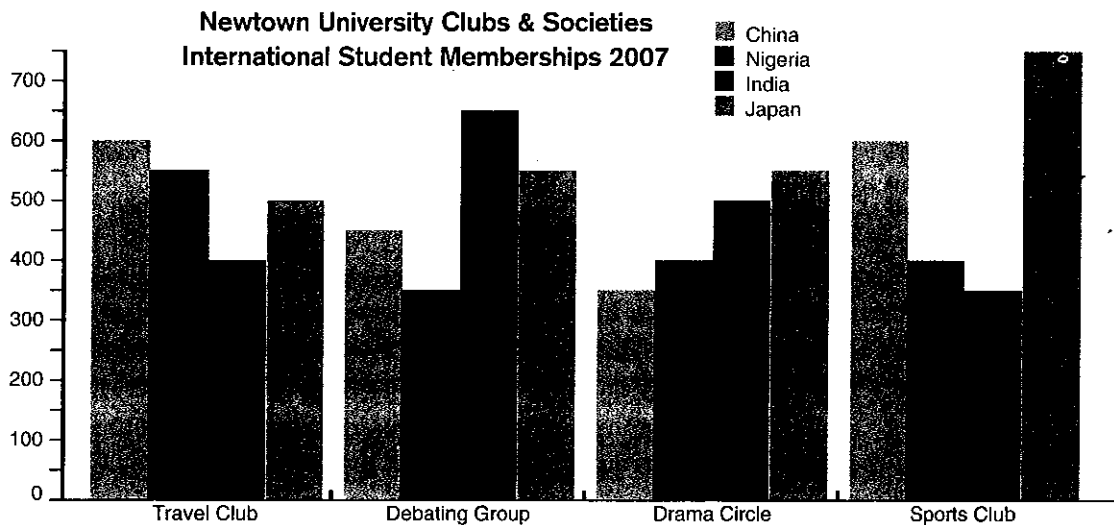
As I mentioned earlier, this year we've seen a considerable increase in our international student memberships. _____ which countries these students are coming from and which clubs and societies they're choosing to join.

Excerpt B

_____ the international students currently studying at the university. _____ the number of students and _____ their country of origin. _____, most international students are coming from four key areas: China, Japan, Nigeria and India.

Excerpt C

_____, the University Travel Club is still the most popular society for international students, particularly for students from China and Nigeria. _____ two other societies: the Student Debating Group and the Drama Circle. _____, the Student Debating Group is a popular choice with Indian students, and the Drama Circle attracts lots of members from Japan.



- 5.2 Some useful language for dealing with visual aids is listed in the Language Focus box on the next page. Working with a partner, take turns using relevant phrases to practise referring to the Newtown Campus visual.