

Describing Graphs

Here are the words and phrases you need to talk about trends using graphs. Make sure you can translate these into your own language.

UP – verbs

go up	take off	shoot up	soar	jump
increase	rise	grow	improve	rocket

UP – nouns

an increase	a rise	a growth	an improvement
an upturn	a surge	an upsurge	an upward trend

DOWN – verbs

go/come down	fall	fall off	drop	slump
decline	decrease	slip	plummet	shrink

DOWN – nouns

a fall	a decrease	a decline	a drop
a downturn	a downward trend		

NO CHANGE – verbs

remain stable	level off	stay at the same level
remain constant	stagnate	stabilise

AT THE TOP – verbs

reach a peak	peak	top out
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AT THE BOTTOM – verbs

reach a low point	bottom out	recover
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DEGREES OF CHANGE

Adjectives: dramatic, considerable, sharp, significant, substantial, moderate, slight
 Adverbs: dramatically, considerably, sharply, significantly, substantially, moderately, slightly

SPEED OF CHANGE

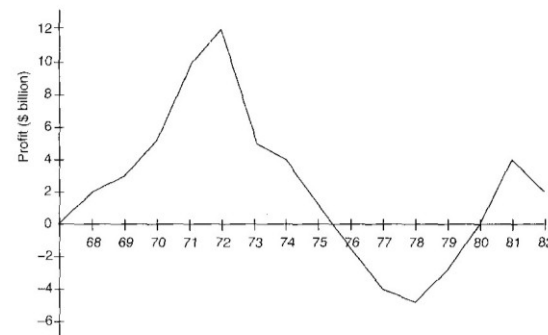
abrupt	sudden	rapid	quick	steady	gradual	slow
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PREPOSITIONS

a rise from £1m to £2m	to increase by 50%
to fall by 30%	an increase of 7.5 per cent over last year

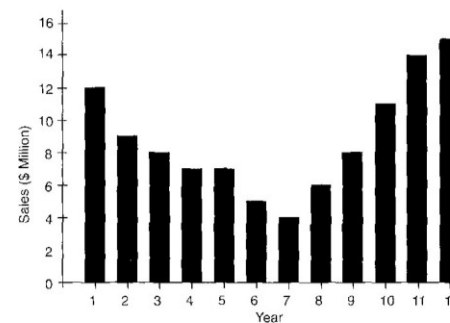
Study the following graphs. Complete the descriptions with information from them and language from the previous page. Several answers are possible. Check your answers with those in the answer key or discuss them with your teacher.

GRAPH 1 Profits 1967–1982



The company came out of the red in 1968 after which there was a (1) in profits every year for four years. Profits reached (2) in 1972, but in 1973, the year of the oil crisis, there was a (3) The (4) trend in 1974 was smaller, but after that profits continued to (5) for four years. The company made a \$5 billion loss in 1978, after which the figures (6) for three years before (7) again in 1982.

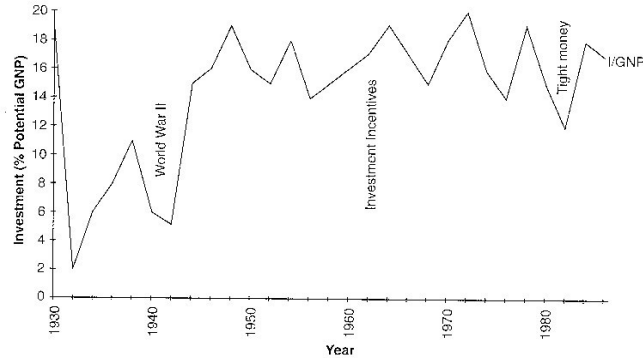
GRAPH 2 Sales Years 1–12



The year after we took over the company sales were good, at \$12m, but the second year they (1) In fact, they dropped (2) 25%. Sales (3) for another two years, (4) for one year, and then (5) again twice. Since then, there has been a (6) growth for five years. In fact in just four years, sales rose (7) \$4m (8) \$14m, an increase (9) 250%.

The Business Cycle

Look at the graph below which illustrates fluctuations in domestic investment in the USA as a percentage of potential Gross National Product, from 1929-1988. The level of investment is clearly linked to the business cycle. Insert the words in the boxes in the texts below.



EXERCISE 1

boom	contracted	depression
downturns	expanded	peak
recession	recovery	upturns

A period of stock market speculation ended dramatically in October 1929 with the infamous Wall Street Crash. There followed a dramatic (1) The economy (2) again after World War II. There was a series of (3) and (4) in the 1950s. There was a long (5) in the 1960s. Investment reached a (6) in 1972, just before the first oil crisis. There was a (7) in 1975 and the economy (8) again in 1982, but each time there was a rapid (9)

EXERCISE 2

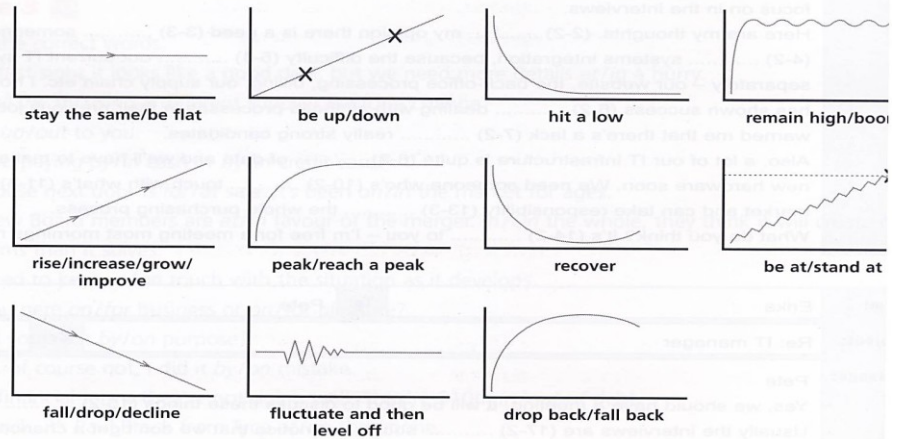
Now complete the following sentences, using expressions from page 90, and these conjunctions:

as a consequence of	as a result of	because	owing to
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- Investment in 1930 the Crash of 1929.
- Private investment during World War II money was needed for the war effort.
- There was a in investment in the 1960s the government's incentive policies.
- Investment at the end of the 1970s the Federal Reserve's tight monetary policy.

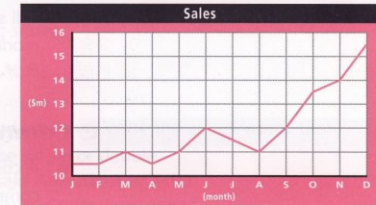
Trends

Study these verbs that describe different *trends* (= tendencies).



Exercise 6 A B C D E

Complete the conversation between a financial consultant, Andrew Cutting (AC:), and a sales director, Chris Wood (CW:), by underlining the correct words.



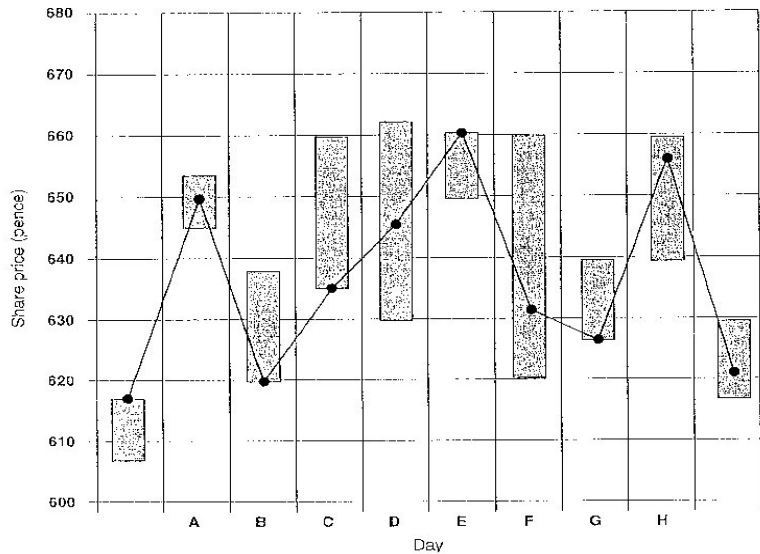
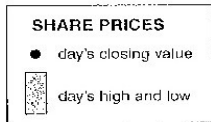
- AC: Right. Before we decide on the conditions for the loan, we need to have a careful look at your business. I've got the sales (1) graph / graphic for last year right here. Um, can you just go through the figures for me?
- CW: Of course. As you can see, sales at the start of the year were quite (2) flat / level, (3) so / although that's not surprising (4) because / due to we always have a quiet period after Christmas.
- AC: OK, but there wasn't much of a (5) recover / recovery over the spring period, was there? From your graph I see that at the (6) peak / high in June you were only (7) increased / up (8) by / with two (9) million / millions (10) pounds / of pounds (11) since / on the January figure. What happened?
- CW: Well, it ... it was a difficult trading period for us – our main competitor (12) cut / fell their prices (13) significant / significantly. (14) However / In spite of in the second (15) half / halve of the year things started to improve.
- AC: Um. How did that happen?
- CW: Well, we launched a series of new products onto the market, and you'll see that sales (16) rised / rose (17) sharp / sharply over the autumn.
- AC: Ah. Oh, yes.
- CW: In fact the figure went (18) to / until a little (19) under / over fifteen million by the end of the year. Now, we were very happy with those results. And we expect the increase (20) of / in sales to continue this year. Our sales forecasts are looking very good.
- AC: Um, well, that does look promising. I think we can ...

PART THREE

Questions 11–15

- Look at the chart below. It shows a company's performance on the London stock market during 10 working days.
- Which day does each sentence (11–15) on the opposite page describe?
- For each sentence, mark one letter (A–H) on your Answer Sheet.
- Do not use any letter more than once.

STOCK MARKET PERFORMANCE

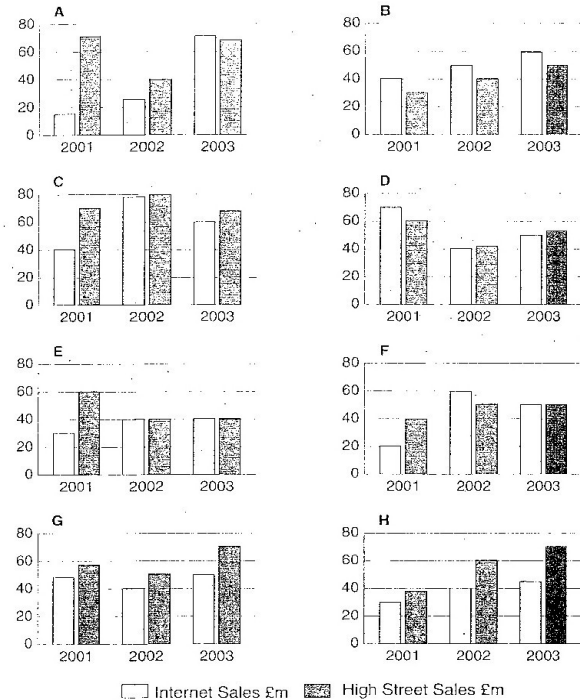


- At the close of this day's trading, shares dipped just below 630 pence, despite achieving higher levels throughout the rest of the day.
- On this day share prices closed considerably lower than the previous working day, with the fluctuation between high and low being at its greatest.
- Shares closed at their lowest value of the day's trading, but narrowly avoided the worst performance of the period.
- Shares closed at a higher value than the previous two days, although around 17 pence down on the high point for the day.
- During this day shares rose and fell within only a narrow margin and closed in the middle of the range, before falling sharply at the end of the following day.

PART THREE

Questions 11–15

- Look at the charts below. They show Internet sales compared to High Street sales of holidays offered by eight different travel companies during a three-year period.
- Which chart does each sentence (11–15) on the opposite page describe?
- For each sentence, mark one letter (A–H) on your Answer Sheet.
- Do not use any letter more than once.



- Although Internet sales started higher than High Street sales, they lost that lead when both dipped in the middle of the period.
- High Street sales and Internet sales reached their peak in the middle of the period, but Internet sales declined more sharply at the end.
- While both High Street and Internet sales rose throughout the period, High Street sales saw their greater increase in the middle year.
- Both Internet and High Street sales dipped in the middle of the period, with the Internet always achieving fewer sales than the High Street.
- High Street sales fell from their early high point to equal Internet sales, and both then remained level at the end of the period.