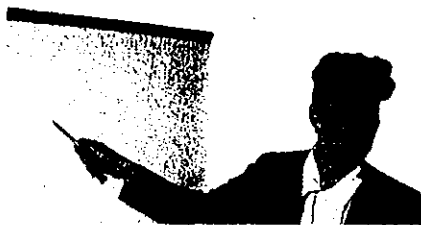


Language knowledge



JOANNA BROOKES

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

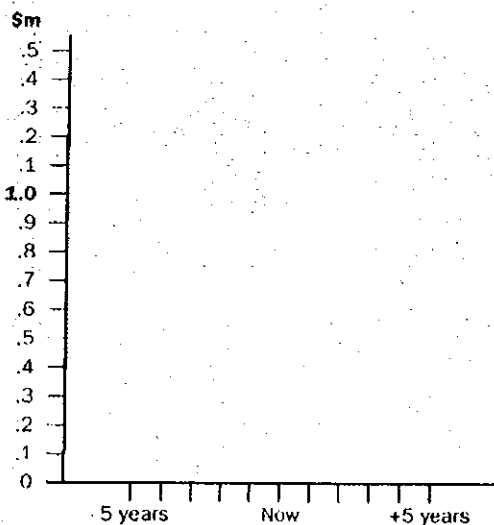


- 1 You are going to hear Francesca Rocca, Finance Director of Marvotto, talking about turnover figures. As you listen, write the information she presents on Graph 1 below. Check your version with the key on page 62.
- 2 Complete this description with information from Graph 2 below. Check your answers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

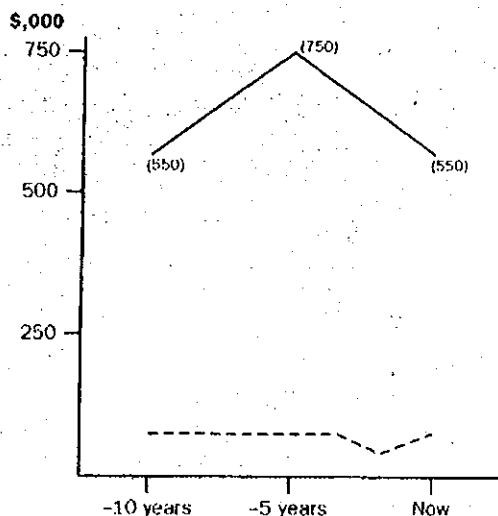
Let's look at the profit figures for a minute. During the same period, profits f _____. There was a slight g _____ in 1993, but otherwise we have h _____ our profitability throughout this period.

Graph 1



Key ——— = turnover - - - - = profit

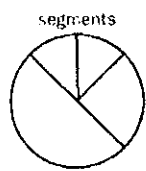
Graph 2



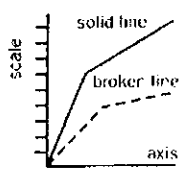
Key ——— = turnover - - - - = profit

Language focus Describing trends, charts, and graphs

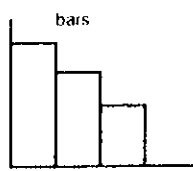
Types of chart



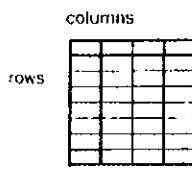
pie chart



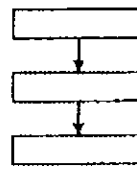
line graph



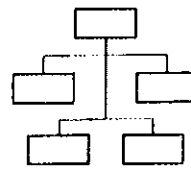
bar chart



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

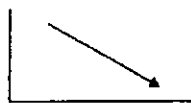
Transitive verbs can be used when we want to express an action which affects an object.

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.

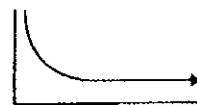
To decrease and to drop can also be used transitively:
e.g. We have decreased our costs.

We will drop our prices.

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

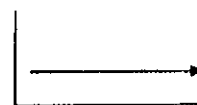
We had to cut 200 jobs.

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:

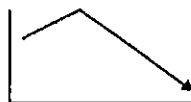
e.g. We plan to maintain our dividend (at the same level).

We need to hold our costs down.

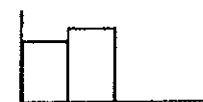
We plan to keep our prices low.

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.