

The language of graphs

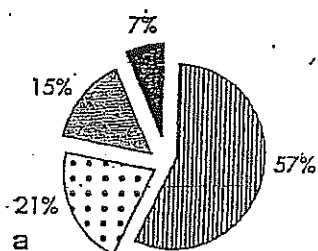
① Match the names with the diagrams.

___ a bar chart

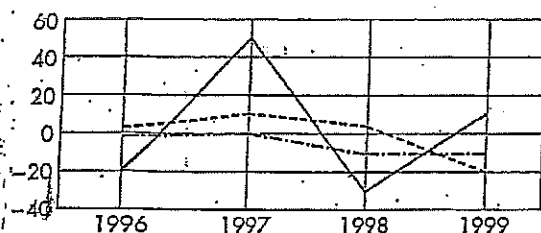
___ a table

___ a pie chart

___ a graph



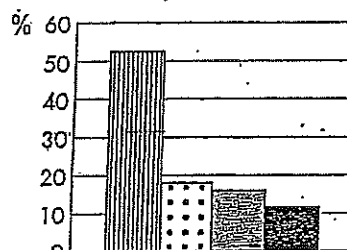
a



c

	Word Trade	Word production
2000	12.3%	4.0%
2001	-0.9%	1.3%
2002	2.25%	1.75%
2003	6.0%	3.25%

b



d

② Read the four extracts about world trade. Match the extracts with the diagrams in ①. Write the letter in the space below the extract.

1 Prices have gone up and down dramatically and coffee is a good example. Its price reached a peak of over \$50 in 1997 but fell sharply in 1998, with an improvement in 1999. The price of cocoa, on the other hand, has decreased steadily since 1997.

2 A few large corporations dominate some markets. For example, the coffee market in Great Britain is dominated by Nestlé, which accounts for 57% of all sales, and Kraft Foods has a share of 21%. Smaller, local companies represent only 7% of the market.

3 The final price of a product depends on the production and labour costs and the manufacturer's profit, plus the margin added by the retailer or company that sells the product. In clothes, for example, this retailer margin often accounts for over 50% of the final price, with labour only representing just over 10% of the final price.

4 During the 1990s, world trade grew faster than world production and was an important factor supporting economic growth. In 2001, this motivation was lost as world trade decreased. After growth of over 12% in 2000, this levelled off at nearly -1% in 2001 - the first fall in almost two decades.

Paragraphs to Describe Graphs and Charts

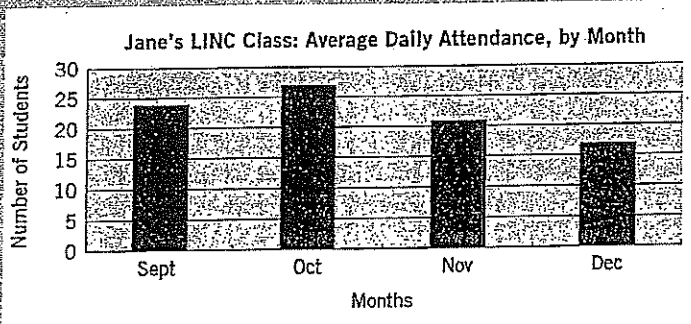
Often in academic writing, students will use information and facts presented in charts and graphs to support the topic sentence of their paragraph. Often, the data presented in a graph or table show change over time. There are specific verbs, adjectives and adverbs that can help you describe these changes. For example:

Verbs for describing how data have changed:

- to increase
- to go up
- to rise
- to climb
- to remain (unchanged)
- to be steady
- to plateau
- to decrease
- to go down
- to decline
- to drop

Adjectives and adverbs to describe how fast the change occurred:

- sharp
- dramatic
- significant
- steady
- gradual
- slight
- sharply
- dramatically
- significantly



You can describe the changes presented in the graph in two ways:

From October to December, attendance decreased steadily.

or

From October to December, there was a steady decrease in attendance.

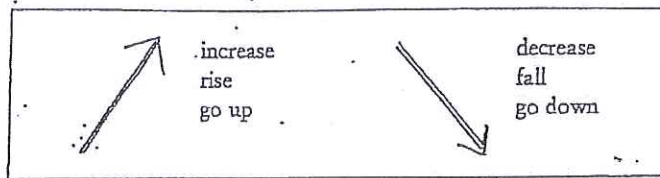
1

Write a paragraph to describe the bar graph above. Write three details to support the topic sentence.

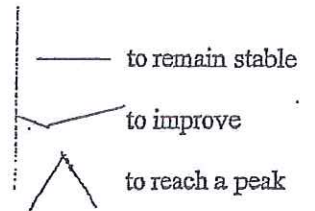
Topic sentence: Average attendance in Jane's LINC class followed a distinct pattern over time.

Describing Trends

1) Rises and falls



A Our market share fell by 1% last year.
 B Yes, but on the other hand our turnover increased by 8%.



2) Describing changes

Complete these tables.

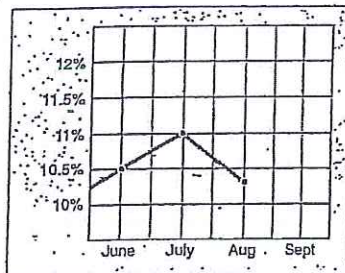
VERB (action)	NOUN (thing)
to rise	a rise
to fall	_____
to increase	_____
to decrease	_____
to improve	_____
to recover	_____

Now complete this table.

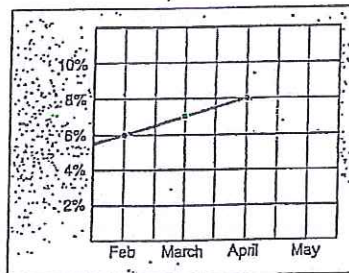
ADJECTIVE (describes a noun)	ADVERB (describes a verb)
slight	slightly
sharp	_____
dramatic	_____
steady	_____

- Which adjective describes:
- 1 a sudden, very large change?
 - 2 a sudden, large change?
 - 3 a very small change?
 - 4 a regular change (not sudden)?

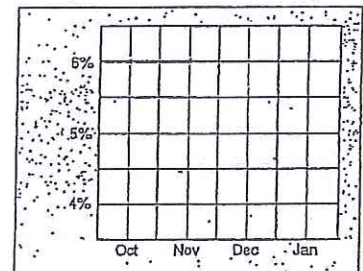
3) Complete these graphs.



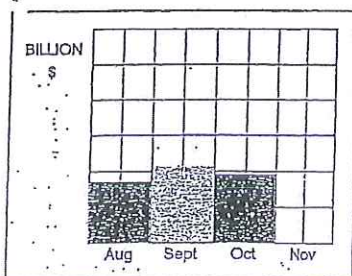
1 The rate of unemployment increased to 11% in September.



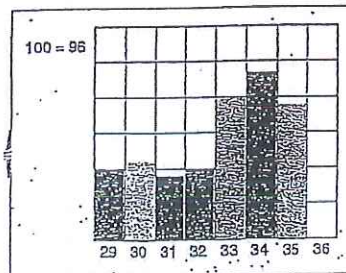
2 Interest rates decreased by 2% in May.



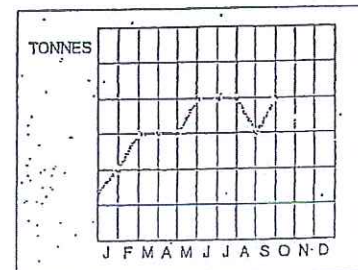
3 Inflation went down from 5.5% in December to 5% in January.



4 Consumer spending rose sharply in November.



5 The retail price index went up slightly in week 36.

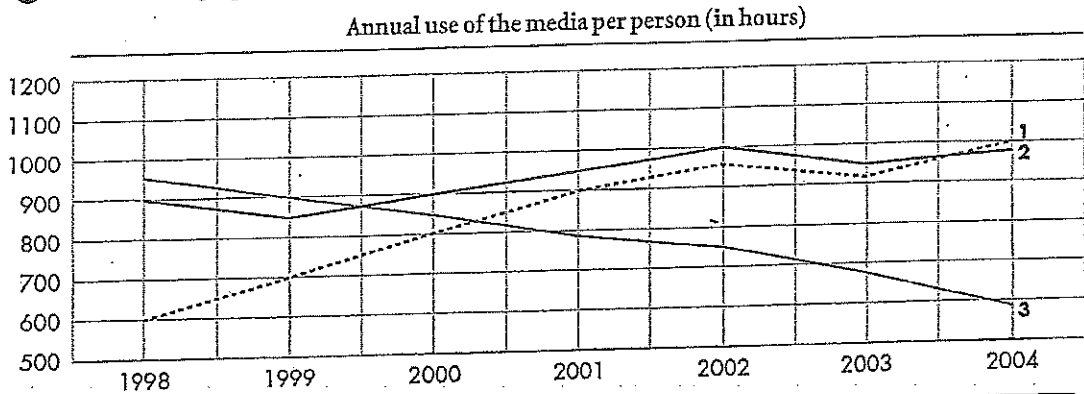


6 Production fell steadily in the last quarter of the year.

4.1 GRAMMAR FILE

Describing trends

- ① Look at the graph and read the two descriptions. Label the two lines they refer to.



Broadcast TV

Since 1998, the use of broadcast TV has fallen sharply, going down from 950 to under 600 hours in just seven years. This figure levelled off slightly in 2002 with a decline of just 30 hours compared to a sharp fall of 70 hours the following year and reaching an all-time low of under 600 hours per year by 2004. This shows that use of traditional TV is declining rapidly and steadily, probably due to the fact that more people than ever before are now watching cable and satellite TV services.

Cable and satellite TV

During the last seven years, there has been an overall increase in the use of cable and satellite TV in line with the gradual growth in industry. The number of hours spent watching cable or satellite TV grew dramatically from 1998 to 2002 and reached a peak of 950 hours at the beginning of 2002, dropping slightly the rest of the year by 50 hours. However, this figure is now going up again, with a strong rise in 2004, and it is clear that the use of cable and satellite TV is booming.

- ② Complete the description of the third line, as in the examples. Often more than one answer is possible.

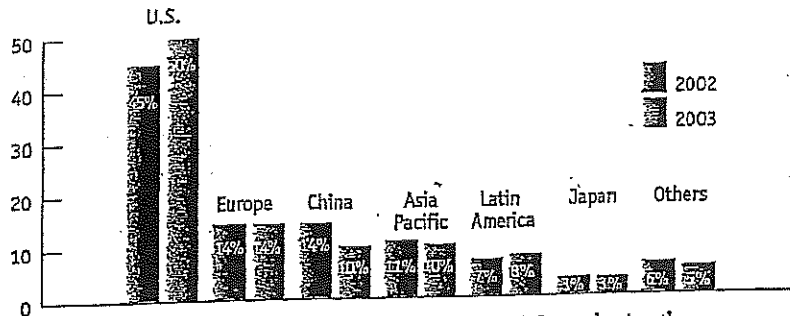
Radio

During the last seven years, there has been an overall *increase* in the use of radio, going _____
¹ 900 hours per person in 1998 _____ ² nearly 1,000 hours in 2004. Interest in radio
 fluctuated, however, and its use fell _____ ³ 50 hours from 1998 to 1999. In spite of this,
 during the following three years it *picked up*, reaching a peak in 2002 _____ ⁴ 1,000 hours per
 person. The following year it _____ ⁵ but in 2004 it _____ ⁷
 _____ ⁶, in line with the _____
 in the use of cable and satellite TV. From this graph, it is clear that use of radio is relatively
 _____ ⁸.

Company developments

Grammar	Present continuous vs. simple past
Vocabulary	Describing trends
Communication skills	Presentations 3: referring to visual aids
Pronunciation	Word stress

Vocabulary



Look at the information about the American company Motorola. Are these sentences true (T) or false (F)? If they are false, correct them. Use the Language Note below to help you.

- Between 2002 and 2003, the percentage of sales went down in three sales regions (not including "Others").
- Sales rose in two regions.
- In three regions, sales remained stable.
- Sales in other regions fell by 1%.
- Sales to Asia Pacific went up by 1%.
- Total sales outside the U.S. decreased by 4%.

Now look again at the Motorola figures and complete these sentences with an appropriate verb.

- Sales in the U.S. _____ by 5%, and they _____ by 1% in Latin America.
- Sales in Europe _____ at 14%.
- The percentage of sales to most Asian countries _____, especially in China, where sales _____ by 4%.
- Sales to other countries _____ from 6% to 5%.

LANGUAGE NOTE

Describing trends

- to rise / to go up / to increase
Sales rose / went up / increased from March to September last year.
Prices are rising / going up / increasing this year.
- To fall / to go down / to decrease
Sales fell / went down / decreased between 2004 and 2006.
Exports are falling / going down / decreasing at the moment.
- To remain stable
Sales remained stable last month.
- By, from, and to
Our market share rose by 2%, from 7% to 9%.

New developments

source: Business Basics
cup 2006

VOCABULARY FOR DESCRIBING MOVEMENT IN GRAPHS

Movement (Verbs): UP

- Rose
- Went up
- Increased
- Grew
- Shot up
- Surged
- Rocketed

Movement (Verbs): Down

- Fell
- Declined
- Dropped
- Decreased
- Sank
- Went down
- Plunged
- Plummeted

Prepositions

- Between 1995 and 2000
- From 1995 to 2000
- Sales rose from 200 to 250
- Sales fell to 150 in March
- Sales fell by 50%

Adverbs and intensifiers

- slightly
- a little
- a lot
- sharply
- suddenly
- steeply
- gradually
- gently
- steadily

No Movement: (Verbs with Adjectives, Verbs)

- remained steady
- were unchanged
- did not change
- remained constant
- remained stable
- stabilized

Tops and Bottoms

- reached a peak
- peaked
- reached their highest level
- fell to a low
- sank to a trough
- reached a bottom

Vocabulary 1. Complete this extract from a company report using the prepositions in the box.

by on ~~from~~ of up at in in to to

The price of our shares has increased 1 from €12 in February 2 _____ the present price of €16. The price remained steady 3 _____ March and April 4 _____ €15. There was a fall 5 _____ €2 per share in June. However, this year we have spent a considerable amount 6 _____ new equipment and, as a result, productivity increased 7 _____ 5% in September. So, the share price rose 8 _____ €16 at the end of October. We have recently put 9 _____ our prices, and this may lead to a slight drop 10 _____ the share price, but we expect to make a full recovery by the end of the next quarter.

2. Complete the table.

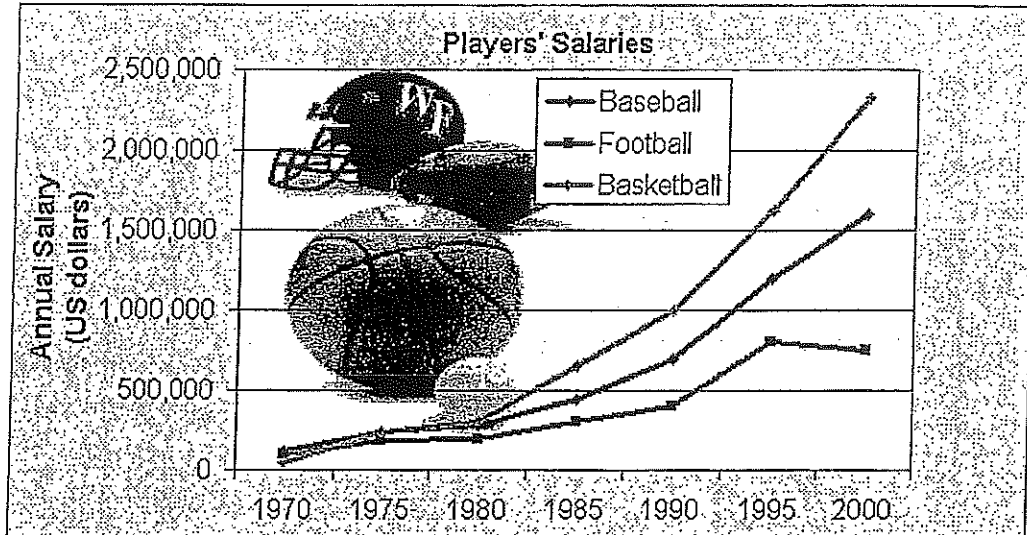
Verb	Noun
1 to cut	a cut
2	a rise
3 to drop	
4	a fall
5 to fluctuate	
6	an improvement
7 to increase	
8	a decrease
9 to reduce	
10	a recovery

3. Complete the sentences with the past simple or present perfect form of the verb in brackets.

- Yesterday, the exchange rate was €4.50. Today it is €4.30. It has gone down (go down) by 20 cents.
- In 1998 the price per litre was \$2.50. In 1999 it was \$3.50. It _____ (increase) by \$1.00.
- Last year it cost HKD \$400 and this year it still costs HKD \$400. The price _____ (not change).
- At the start of the week, share prices in Tokyo rose by 3.5%. They are not rising now. They _____ (remain) steady.
- Prices started to fall last year. This year they are still falling very quickly. They _____ (drop) to the lowest point in 10 years.
- The price was the same in January 2005 as it was in December 2005. Prices _____ (not rise) in 2005.

Source: Intelligent Business - Pre-Intermediate

LOOK AT THIS GRAPH – WHAT DOES IT REPRESENT?



The graph shows US sports players' salaries in dollars.

In 1970, baseballers earned \$125,000 a year, footballers' salaries averaged \$99,000 a year, and basketball players earned about \$43,000 annually.

Main ideas

- All salaries increased
- Big differences between 1970 and 2000 for all sports
- Basketball was biggest in 2000, followed by baseball
- In 1970, basketball was the lowest, baseball was the highest
- There was a sudden rise beginning in 1980
- There was another sharp rise for all sports in 1990
- Salaries in football began to level off or even fall from 1995 onward

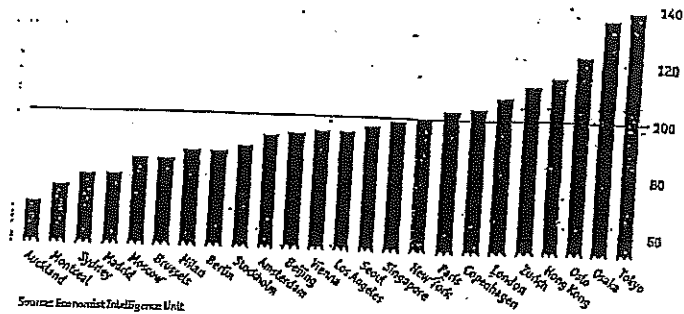
Understanding a graph

Guarda il grafico, leggi il testo e decidi se le frasi che seguono sono vere o false. Inscrivi T (true) o F (false) sull'apposita linea.

Cost-of-living index

Tokyo and Osaka are the world's most expensive cities, according to a survey by the Economist Intelligence Unit, a sister company of *The Economist*. The cost of living in the two Japanese cities is more than a third higher than in New York. London is the most expensive city in the European Union; Paris is the priciest within the euro area. Those looking for a relatively cheap city should head for Auckland in New Zealand.

New York=100, December 2002



Source: Economist Intelligence Unit

1. This research and graph was completed by the Economist Intelligence Unit.
2. The most expensive city in the world is Tokyo.
3. The cost-of-living in Paris is higher than in Los Angeles.
4. Oslo is as expensive to live in as Hong Kong.
5. This is an example of a line graph.
6. It is cheaper to live in London than in New York.
7. The least expensive city in this graph is Montreal.
8. It costs less to live in Vienna than in Zurich.
9. Auckland is an economical city in New Zealand.
10. The cost-of-living score for Madrid is 100.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

We are all friends now


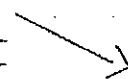
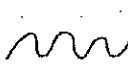
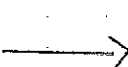


Vocabulary 2

Wordlist on page 211 of the coursebook.

Verbs of movement

- 1 Copy the verb forms in the box below into the correct column in the table according to their meaning.

hit a low	fall	level off	remain flat	plummet	rise	soar
dip	fluctuate	hit a peak	reach a peak	drop	reach a high	
plunge	stabilize	be erratic	reach the lowest point	rocket		
grow	increase	decrease				

					
rise					

- 2 Underline all the verbs that describe an extreme. These cannot be combined with adverbs.
- 3 Copy the adverbs in the box below into one of the two columns in the table classifying the speed of change.

gradually	quickly	slightly	swiftly	slowly but surely
steadily	drastically	slowly	rapidly	radically

A small change over a longer period	A fast change over a shorter period
gradually	

- 4 Match the adverbs in exercise 3 to the relevant column in exercise 1.
- 5 Rewrite these sentences containing noun phrases so that they contain verb + adverb combinations.

Example:

There was a significant rise in the use of social networking sites in 2005.

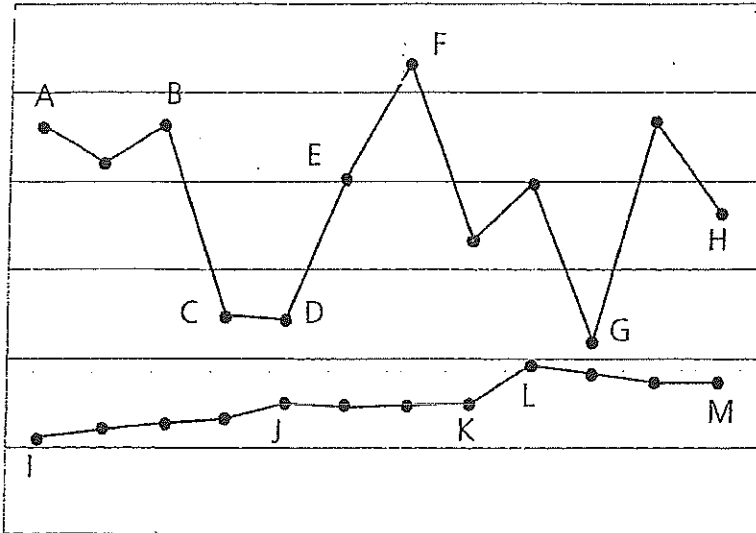
usage of social networking sites rose significantly in 2005.

- The data reveals that the 90s saw a dramatic increase in the number of people using the Internet.
- There is a steady growth in the popularity of reading newspapers online each year.
- We are witnessing a gradual decline in the amount of time spent seeing friends face-to-face.

1 We are all friends now

Vocabulary 2: Verbs of movement

1 Work in pairs. Match the parts of the graph 1-10 with the verbs a-j.



- | | |
|--------|------------------------------|
| 1 A-B | a hit a low |
| 2 B-C | b fell and then levelled off |
| 3 B-D | c remained flat/stable |
| 4 D-F | d plummeted |
| 5 F | e rose gradually |
| 6 F-H | f fell gradually |
| 7 G | g soared |
| 8 I-J | h dipped |
| 9 J-K | i fluctuated |
| 10 L-M | j hit a peak |

2 For sentences 1-10 below, use the verbs in exercise 1 to replace the underlined text.

- 1 The price of laptops dropped followed by a period of stability.
- 2 Numbers reached a high in the year 2009.
- 3 The amount of money spent fell slightly and then quickly recovered.
- 4 Visitor numbers to the website plunged in the first quarter of the year.
- 5 Book purchases increased slowly but surely over the year.
- 6 The number of students applying to the university stabilized over the decade.
- 7 Attendance at the conference decreased steadily last year.
- 8 The growth rate was erratic during the previous year.
- 9 Member numbers reached their lowest point in March.
- 10 Car sales rocketed over the period.

3 To add variety to your writing you can use nouns instead of verbs to describe movement. Look at the nouns in the box below and decide which ones are not correct.

a drop	a plunge	a bottom out	an increase	stabilization
fluctuations	a decline	a rocket	a soar	a plummet
a rise	a dip	a fall	a level off	a climb
a peak	a surge			

4 Rewrite the sentences from exercise 2 using nouns instead of verbs. Use the following structure: *There was a (+ adjective) + noun + in ...* For two of the sentences this is not possible. Make any other necessary changes.

Example:

There was a drop in the price of laptops followed by a period of stability.

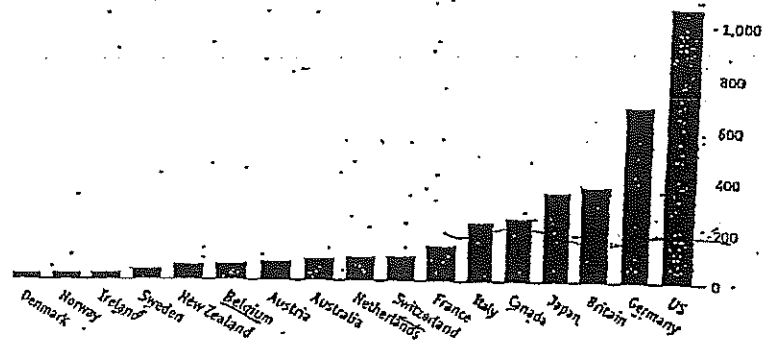
Understanding a graph

Guarda il grafico, leggi il testo e decidi se le frasi che seguono sono vere o false. Inserisci T (true) o F sull'apposita linea.

Immigration

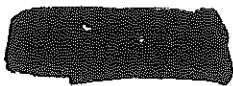
In 2001, America took in more than one million permanent immigrants, which is equivalent to around 0.4% of its total population. Measured relative to population, however, immigration is even more significant in other countries, according to the OECD. New Zealand, for example, received just over 62,000 immigrants in 2001, but this was equivalent to around 1.5% of its population of 4m.

Inflows of foreign population, 2001, '000



Source: OECD

1. Belgium received a greater number of immigrants than Germany. 1.
2. This is an example of a bar graph. 2.
3. This graph was researched by OECD. 3.
4. Canada took in more than 200,000 foreigners. 4.
5. This graph refers to the year 2002. 5.
6. A lower number of immigrants arrived in Switzerland than the US. 6.
7. Approximately 200 immigrants arrived in France. 7.
8. Japan received less than 400,000 foreigners. 8.
9. Australia took in the same number of immigrants as Denmark. 9.
10. Immigration is also measured as a percentage of a country's population. 10.

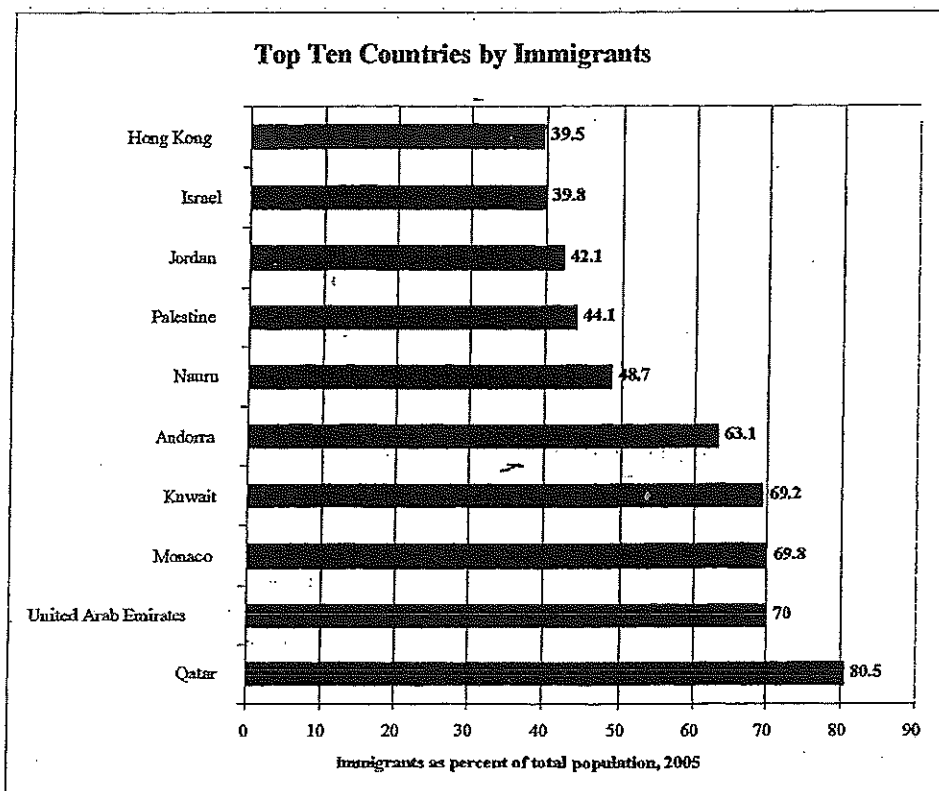


Cognome _____ Nome _____ Matr. _____ Corso di laurea _____



GRAPH. Guarda il grafico e decidi se le frasi che seguono sono vere o false. Inserisci T (true) o F (false) sull'apposita linea.

According to the 2006 United Nations *Human Development Report*, immigrants make up 13.0% of the total population of the United States, which make the United States rank thirty-eighth of the 60 countries surveyed. Qatar ranks first, with immigrants comprising 80.5% of the total population.



Source: United Nations

- | | |
|--|-----------|
| 1. Monaco has a higher percentage of immigrants than Palestine. | 1. _____ |
| 2. This graph refers to the year 2004. | 2. _____ |
| 3. Qatar has the highest percentage of immigrants. | 3. _____ |
| 4. Jordan and Nauru have the same percentage of immigrants. | 4. _____ |
| 5. This type of graph is called a bar graph. | 5. _____ |
| 6. The United Arab Emirates ranks second in the top ten countries by immigrants. | 6. _____ |
| 7. In 2005 more than half of the population in Kuwait were immigrants. | 7. _____ |
| 8. This graph was compiled by the United Nations. | 8. _____ |
| 9. The country with the lowest percentage of immigrants is the USA. | 9. _____ |
| 10. Immigrants make up 39.5% of Hong Kong's population. | 10. _____ |



Vocabulary in use Choose the correct word from the box below. There are 5 words you don't need.

1. A large firm which owns subsidiaries is called a _____ 1 _____
2. The people who work for a company are its _____ 2 _____
3. Many small shops are closing because of _____ from supermarkets. 3 _____
4. The money that an employee earns for his work is a _____ 4 _____
5. Michelin is a famous company which _____ tires. 5 _____
6. Our company's market _____ is 6% at the moment. 6 _____
7. The company _____ about 10,000 people. 7 _____
8. The head office of the company is _____ in Chicago. 8 _____
9. The Personnel Department offers specialized _____ programs
for new employees. 9 _____
10. The shop gets its products from local _____. 10 _____

BORROWED	EMPLOYEES	LOCATED	PROFIT	SPEND
COMPETITION	EMPLOYS	MANUFACTURES	SALARY	SUPPLIERS
EARNNS	LEND	PARENT COMPANY	SHARE	TRAINING

Vocabulary in use Choose the correct word from the box below. There are 5 words you don't need.

1. Suppliers usually _____ their goods wholesale to other companies. 1 _____
2. An _____ is a person who studies or has special knowledge of economics. 2 _____
3. The multinational's market share _____ from 9% to 7% last year. 3 _____
4. The group of people who work for an organization are called _____. 4 _____
5. The _____ of the Fiat company is situated in Turin. 5 _____
6. We have 51% of the _____ so we control the company. 6 _____
7. A _____ is a person who chooses and buys goods for a company. 7 _____
8. A _____ is a temporary partnership between two or more companies. 8 _____
9. Jackie is in _____ of quality control of products. 9 _____
10. _____ and demand describe market relations between prospective sellers and buyers of a good. 10 _____

ADVERTISEMENTS	COMPETITORS	HEAD OFFICE	SELL	SUPPLY
BUYER	DECREASED	INTEREST	SHARES	TRAINING
CHARGE	ECONOMIST	JOINT VENTURE	STAFF	WAGES

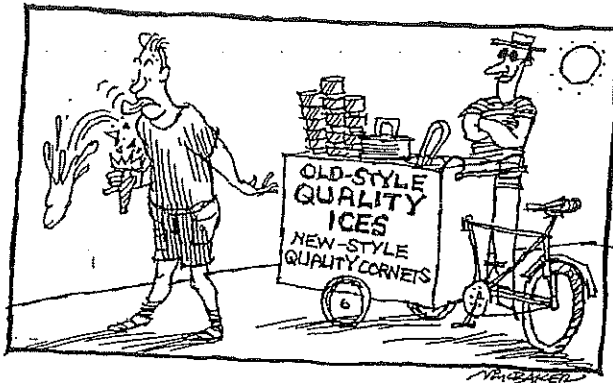
Reading
Defining quality

A Read the first paragraph of the article. Then complete the sentence below.
In the past, quality meant ; nowadays, business people believe that quality means

B Read the article. Then correct the five factual mistakes in the summary at the top of the opposite page.

New-style quality

Old-style excellence got a bad name, says **Tony Jackson**.
The aim should be to provide a product consistently and make it the best you can.



The term 'quality' is one of the most misused in the business world. What exactly does it mean? Our grandparents would have been in no doubt. Quality meant excellence: a thing was the best of its kind, and that was that. A Stradivarius violin had quality, a tinker's fiddle did not. In business, however, the word has acquired a very different meaning. As defined by the American statistician Edward Deming some 50 years ago, quality means consistency, a lack of defects. Around 1970, it is said, a group of investment analysts visited a world-famous UK engineering company. They asked the questions of their trade: about profit margins, stock control and balance sheets. The company's executives seemed honestly puzzled. They did not see the point of all this, they said.

Their products were the finest in the world. Why all these detailed questions about numbers? Rolls Royce, the company in question, duly went bust in 1973. The trouble with old-style quality, it seemed, was that it encouraged supply-driven management. The engineers would make the product to the highest possible standard and price it accordingly. If the public was so uncultured that they turned it down, so much the worse for the public. And so old-style quality got a bad name in business circles. It was all very well for artists to produce masterpieces. The job of companies was to please the market. Further damage to old-style quality was done by the rise of Japan. When Japanese cars, toys and television sets first reached the market in

the US and UK, local manufacturers considered them cheap trash. In the beginning, they were. But under the teaching of Edward Deming, the Japanese were learning about the second definition of quality. Western customers then began to realise that while Japanese cars might be tin cans, they did not keep breaking down, as did British and American cars.

In time of course, Japanese cars stopped being tin cans, and became stylish and comfortable vehicles instead. That is, they achieved old-style quality as well. As western manufacturers discovered to their cost, that was in some respects the easy bit. New-style quality was harder.

Quality has a third meaning: that of value for money. To qualify for that meaning, a product must be of certain standard; and it should convey a sense, not of outright cheapness, but of being sold at a fair price.

The US fast foods group McDonald's, for instance, talks of its 'high quality food'. But at 99c or 99p, its hamburgers are as close to absolute cheapness as any person in the developed world could desire. They are also highly consistent. Eat a McDonald's anywhere around the world and the results will be roughly similar. But as anyone who has eaten a really good American hamburger knows, a McDonald's is also a long way from quality in its original sense.

From the *Financial Times*

FINANCIAL TIMES
World business newspaper.

New-style quality: summary

According to the article, quality used to mean that a product was well-made and high-priced. Nowadays, quality has a different meaning for business people. It means a product is reliable and does not have things wrong with it. In 1980, a group of analysts visited Rolls Royce. They asked many questions about finance, but few about quality. It is not surprising that Rolls Royce went bankrupt; they sold their cars too cheaply in their markets.

The old-style idea of quality became popular with business people because it emphasised the importance of good production methods. The Japanese learned a lot from Edward Deming. Their products sell well in western markets because they are low-priced. The US company, McDonald's, sells products which are cheap and excellent value for money. According to the writer of the article, McDonald's hamburgers are the best in the world.

C Discuss these questions.

- 1 Why were the Rolls Royce executives 'puzzled' when the analysts asked their questions?
- 2 According to the writer, what mistake caused Rolls Royce to go bankrupt?
- 3 What advantage did Japanese cars have compared with British and American cars?

D Complete the definition below.

Nowadays, high quality products have three essential features:

- 1
- 2
- 3

E Match these phrases from paragraph two to the definitions.

- | | |
|------------------|--|
| 1 profit margins | a) checking supplies of goods |
| 2 balance sheets | b) the difference between manufacturing cost and selling price |
| 3 stock control | c) statements of the amount of money a company has, including money it owes or is owed |

F Find words or phrases in the article which mean:

- 1 reliability (paragraph 1)
- 2 went bankrupt (paragraph 3)
- 3 management focus on production (paragraph 3)
- 4 refused to buy the product (paragraph 3)
- 5 badly-made goods sold at low prices (paragraph 4)

G Which sentence means the same as these quotations from the article?

- 1 *And so old-style quality got a bad name in business circles.* (paragraph 3)
 - a) Business people did not try to produce well-made products.
 - b) Business people no longer accepted this idea of quality.
 - c) Business people tried to find another name for quality.
- 2 *It was all very well for artists to produce masterpieces.* (paragraph 3)
 - a) It was right that artists should try to produce masterpieces.
 - b) Artists don't have to produce masterpieces.
 - c) All artists produce masterpieces at some time.

H Can you think of products that are made according to:

- a) old-style quality? b) new-style quality?

Make two lists. Then compare lists with a partner.

40

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