

Writing

A short report

1 Look at some of the different ways of presenting data.

1 Match the pictures 1-4 to a-d below.

- a pie chart c bar chart
b graph d table

2 Choose the best way of presenting this data.

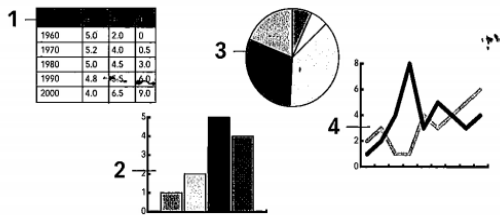
- a Progress of the sales of a book for a five-year period.
b The comparison of two years' sales results across a range of products.
c A league of examination results for schools in your area.
d The way a household spends its weekly budget.

2 Read this report about the results of a survey that looked at people's lunch breaks.

- 1 Use the information from the illustration to complete the article.
2 Find *while* in the text. Is it used to talk about time or to introduce a contrast?
3 Find examples of the comparative and the superlative.

The vanishing lunch break is the most recent symptom of high-pressure working life. The figures show that almost a third of UK workers now fail to take time off for lunch. Only a % take a lunch break every day, while b % claim never to stop for lunch. This is up more than four times since the last survey six years ago when only 7% said they never stopped. Workers in London and the South East are the most likely to miss lunch.

Internationally, UK workers are closer to the Germans than to Italians. c % of all workers in the UK take a break of 30-60 minutes while 46% take less than 30 minutes. The Germans take the shortest lunch breaks; d % take less than half an hour. By contrast, in Italy e % take more than an hour.



3 Look at two years' sales of the Bonzo Pet Food company and projected figures for next year.

1 What has happened to sales of the different products in its range? Will the trends continue?

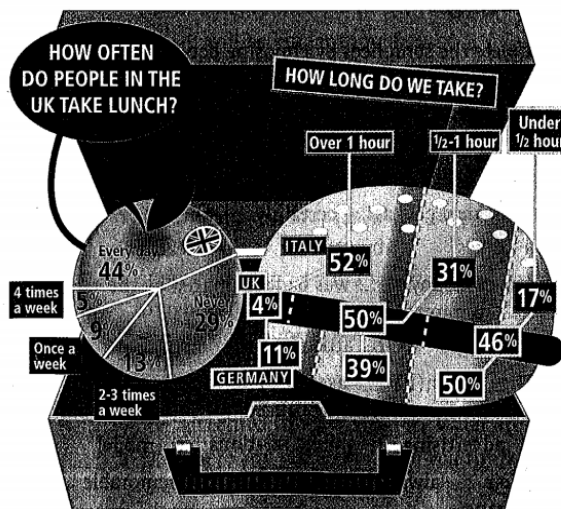
	Last year	This year	Next year
Yum Yum	200	600	1,000
Bonzo's Premium	1,000	5,000	6,000
Drool Chews	80	40	40

Sales in 100,000s of tins or sachets

2 Use the information in the chart to produce a short report on Bonzo Pet Foods. You could begin like this:

Bonzo Pet Foods has announced good results for this year. The biggest success story in its range must be ...
Yum Yum, which was introduced last year ...

3 What kind of diagrams or illustrations would you use to make it more interesting?



Writing

Describing movements and trends

1 Study the verbs in the box. Which ones mean:

- 1 to rise?
- 2 to fall?
- 3 to stay the same?
- 4 to change frequently or suddenly?

peak	hold	drop
rise	plummet	soar
jump	fluctuate	remain steady
increase	surge	level off
creep up	decrease	fall back
slump	collapse	strengthen
weaken	tumble	rally

2 Which of these verbs:

- 1 can also be used as nouns?
- 2 suggest a large change?

3 Which of the adjectives in the box suggest a small change and which suggest a large change?

dramatic	slight	steady
sharp	steep	

4 What differences do you notice between the following sentences?

- 1 There was a *dramatic rise* in the price of crude oil.
- 2 The price of crude oil *rose dramatically*.

5 Continue the second sentence so that it means the same as the first sentence, as in the example.

- 1 The cost of crude oil rose slightly.
There was a slight *rise in the cost of crude oil*.
- 2 There was a dramatic collapse of the property market last year.
The property market
- 3 Fuel prices have climbed steeply over the past six months.
There has been a

6 The verbs in 1 can be followed by a prepositional time phrase to provide more detail about the movement or trend. Continue the sentences as in the example.

- 1 Demand fell *in the first six months of the year*.
- 2 The share price plummeted

3 Internet use soared

4 After initial heavy selling, the share price remained steady

7 Read the two market reports about Stomex Communications.

- 1 In what kind of newspaper do you think they each appear?
- 2 What differences in style and language do you notice?
- 3 What metaphor runs through the second article?

FLUCTUATION IN STOMEX SHARES

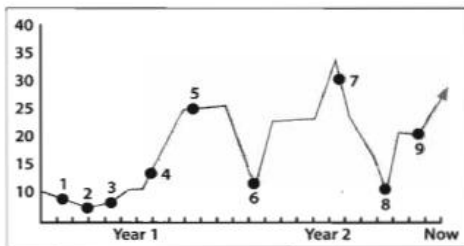
STOMEX COMMUNICATIONS WAS IN DIFFICULTY for the second time this year following its delivery of a second profit warning to shareholders. Selling by investment houses saw shares fall sharply to 80p, their lowest level for six years. This is in marked contrast to just eighteen months ago, when they more than doubled, following the announcement of Stomex's new wide-band phone. CEO Günther Meier blamed the saturation of the mobile phone market for the firm's declining fortunes. He remained confident, however, that Stomex's competitive edge would allow it to return to profitability once excess capacity had been taken out of the market, and the public saw the advantages of the new technology. Shares rose slightly to 90p at the end of trading. Meier's position is, however, less certain as he meets troubled board members at a hastily-scheduled meeting next week.

SHARKS GATHER AT STOMEX

Stomex Communications is heading towards the rocks again after announcing its second profit's S.O.S. this year. Panic selling saw the shares slump to 80p, their lowest price for six years, as city investment firms abandoned ship. It's hard to believe that just eighteen months ago, Stomex was riding the crest of a wave with shares soaring to £6.80 following the news of the Navigator wide-band phone. CEO Günther Meier points the finger at the over-capacity in the market but remains confident that Stomex will weather the storm. He maintains that as soon as the public sees the potential of the new technology, the firm will be back on course. Shares went up slightly, but there is trouble ahead for captain Meier as the sharks gather for next week's emergency board meeting.

- 8 Study the graph and fact file which gives market information about GFV, a pharmaceutical company. Use the information to write a paragraph for:

- 1 a popular Sunday newspaper.
- 2 a serious City newspaper.



- 1 Company issues a profit warning.
- 2 CEO Wilfred O'Leary resigns.
- 3 CEO Cheri Carbone appointed. Whizz kid. Good track record. Ex-head of research at JKL Chemicals recently acquired by GFV. Carbone is a keen tennis player. 38 years old. American of Italian origin. Shares recover slightly.
- 4 JKL launches a new anti-ageing cream.
- 5 Animal rights protests outside GFV laboratories in Hertfordshire. Poor publicity leads to fall in share value.
- 6 Carbone announces takeover of HTY a cutting-edge biotechnology company. Shares rise to all-time high.
- 7 Scare over allergic reaction to anti-ageing cream.
- 8 Carbone announces complete recall and runs TV commercials. Confidence restored in GFV. Price recovers.
- 9 JKL invents safe tanning pill. Shares go up again.

- 6 How would you like to pay, madam?
- 7 They don't fit; they're much too tight.
- 8 What do you think of the green one?
- 9 Do you have any more in stock?
- 10 Do you have this in any other colour?
 - a I'm afraid we only have what's on display.
 - b The colour really suits you.
 - c I'm sure they'll stretch.
 - d Yes please, I'm looking for a walkman.
 - e Of course, the changing room's through there.
 - f Well actually, the patterns really clash.
 - g No, but we're expecting an order next week.
 - h Yes please, it's for a present.
 - i Forty-two; I think it's size twelve over here.
 - j Is VISA all right?

- 2 Listen to the recording and check your answers.
- 3 Which exchanges are to do with buying clothes?
- 4 Luke Carpenter is from Boston. He has been to Cracow in Poland on business. He has a spare hour and wants to buy some gifts for his family. His colleague Caroline Zamoyksi has taken him to the famous cloth hall in the centre of town. Listen and note down what he buys for:

- 1 his son.
- 2 his wife.
- 3 his daughter.

- 5 Listen again. What extra information does Caroline give about each of the items on sale?
- 6 Imagine that you are looking after a guest or colleague from overseas. They have asked you to help them choose some small gifts to take back to their country. Work in groups and consider the following questions.

- Where would you take a visitor?
- What would you tell them about the place? You might want to consider local history, or famous shops.
- What would you recommend as gifts and souvenirs? Think of traditional hand-made goods, local delicacies, models of famous buildings, T-shirts, scarves, etc.

- 7 Work in pairs and role-play your situation.

In conversation

Shopping

- 1 Match sentences 1-10 with responses a-j. Who do you think is speaking in each case?
 - 1 What size are you?
 - 2 Do you think it goes with this shirt?
 - 3 Could I try it on?
 - 4 Would you like it gift-wrapped?
 - 5 Do you need any help?