

These verbs are used to describe movement or trends. Put them in the correct category: upward, downward or other form of movement.

climb • decline • decrease • double • drop • expand • fall • fluctuate •
go down • go up • grow • hit a low • increase • pick up • plunge • reach a high •
recover • remain stable • rise • stabilize • stay the same

Upward ↗

Downward ↘

Other

TALKING ABOUT TRENDS (PAST SIMPLE AND PRESENT PERFECT)

We use the past simple to talk about a movement or trend which happened in the past and is now finished. Signal words for the past simple are *last month/year, in January, from 1997-2001, during the oil crisis, etc.*

*In April the rate of unemployment **rose** to 5 million.*

*Between May and July our export business almost **doubled**.*

*In 2003 alone China's car production **increased** by 85%.*

We use the present perfect to talk about a movement or trend which started in the past but is not yet finished. Signal words are *since (since August), for (for five years), this month/year or expressions with over (over the past six months).*

*The number of German investors **has declined** since 1998. (It is still declining ...)*

*The US economy **has grown** rapidly over the past four months. (It is still growing ...)*

Note the difference between *rise* and *raise*.

to rise (without an object)

Petrol prices **rose** again in May.

The number of tourists **has risen** to 2.6 million.

to raise sth (with an object)

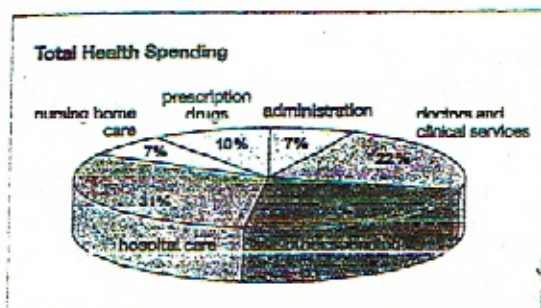
The oil industry **raised** prices last year.

The European Central Bank **has raised** interest rates.

A head of department from a private medical insurance company is telling colleagues from the Italian parent company about last year's health spending. Look at how he describes this pie chart and complete the gaps with words from the box.

account • amount • attention • divided • see • shown • surprised • total

This pie chart shows our total health spending for the last year and how it is _____¹ among the various health sector areas. Let's begin with the biggest area, which is _____² in green. We can _____³ that 31% of our total health spending went into hospital care last year. The second biggest area with a _____⁴ of 23% is 'other spending' – that's the red segment here. It includes dental services and home health care. I think you'll be _____⁵ to see that nearly the same _____⁶ – that's 22% – was spent on doctors and clinical services. This was mainly because of the increase in medical technology costs. I'd now like to draw your _____⁷ to the prescription drugs which _____⁸ for 10% of our total costs.



TALKING ABOUT VISUALS

The first rule of preparing effective visuals is that they should be clear and easy for the audience to follow. However, sometimes it is necessary to explain a more complicated visual and it is always necessary to point out the most important information.

Explaining a visual

Let's now look at the next slide which shows ...

First, let me quickly explain the graph.

You can see that different colours have been used to indicate ...

The key in the bottom left-hand corner shows you ...

Highlighting information

I'd like to start by drawing your attention to ...

What I'd like to point out here is ...

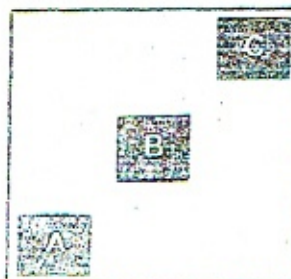
I think you'll be surprised to see ...

I'd like you to focus your attention on ...

Let's look more closely at ...

Which is the box :

- 1 in the centre? ☐
- 2 in the bottom left-hand corner? ☐
- 3 across the top? ☐
- 4 down the left side of the slide? ☐
- 5 on the left? ☐
- 6 in the upper right-hand corner? ☐
- 7 across the bottom? ☐
- 8 on the right? ☐



Use the notes to make sentences in the past simple or present perfect.

1 telephone costs/rise/since January

Telephone costs have risen since January.

2 sales/drop/at the beginning of the year

3 energy consumption/increase/over the past 30 years

4 gas prices/go up/last month

5 number of customers/grow/since 2004

6 surprisingly/interest rates/fall/yesterday

7 TBN's share price/hit a low/after the crash in 1999

8 online bookings/double/since May last year

9 between May and July/order volume/fluctuate

Rewrite sentences 1-6 to express the opposite.

1 *Telephone costs have fallen since January.*

2

3

4

5

6

Complete the sentences with the correct form of the verb/adverb combinations in the box.
The symbols indicates what kind of movement is described.

decline slightly • decrease steadily • fall dramatically •
grow considerably • increase slightly • rise sharply

1 The line graph shows that turnover has increased slightly since May. 

2 You can see here that interest rates _____ at the beginning of 2004. 

3 Over the past six months, sales _____ 

4 The oil price _____ after the fire in an oilfield. 

5 The number of online stores _____ this year. 

6 Our sales force _____ since 2001. 