

Day 34 +35

Vocab Review

Fill in the blanks.

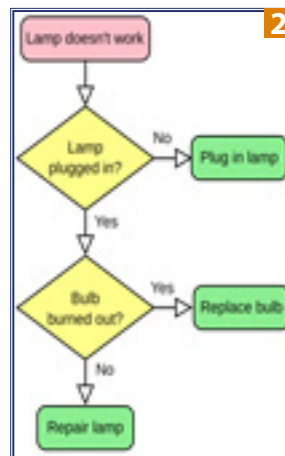
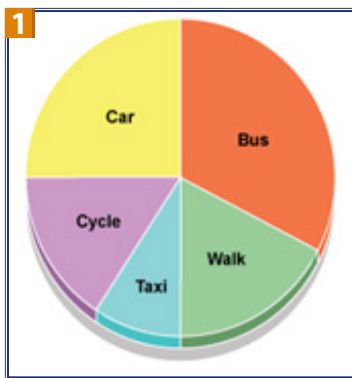
1. He took financial advice on how to avoid the p_____s of setting up your own business.
2. The lecturer i_____ated his point with a diagram on the board.
3. You need to a____n the numbers properly in a column.
4. The letter was faded and barely l_____e.
5. He has no c_____nsion of the size of the problem.

3 Presentations

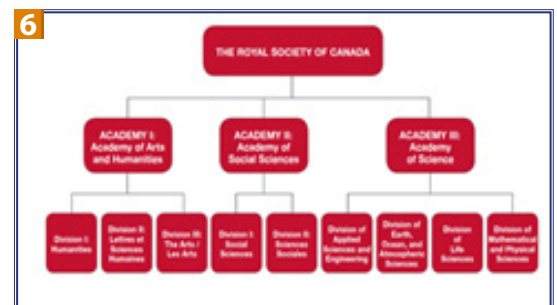
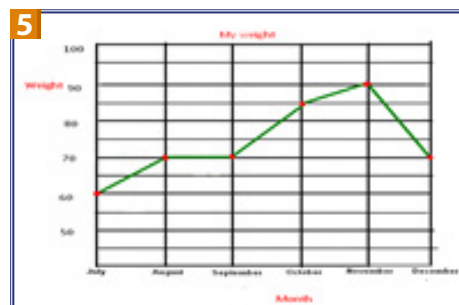
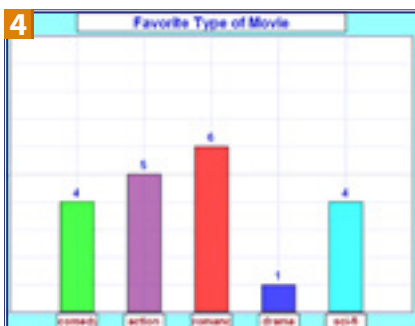
Module 3.4 Using visual aids — Talking about the content of visual aids

LEAD-IN Look at the pictures below. Label them using the listed words.

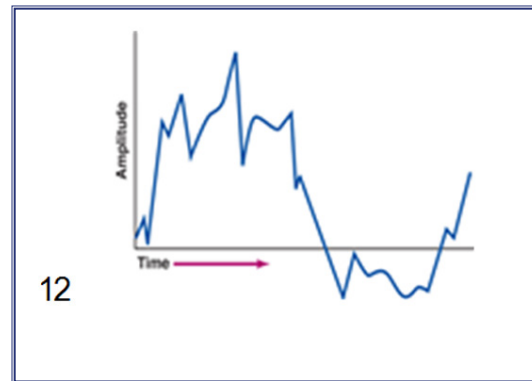
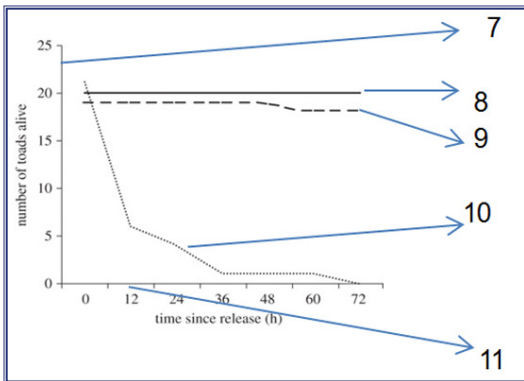
line graph flow chart bar graph organigram pie chart table



	A	B
1	Day	Visitors
2	Monday	23
3	Tuesday	45
4	Wednesday	44
5	Thursday	39
6	Friday	50
7	Saturday	52
8	Sunday	55
9	Sum	308
10		



solid line dashed line fluctuating line vertical axis dotted line horizontal axis



➤ Look at the pictures below. What are rows, columns, segments and undulating?

a

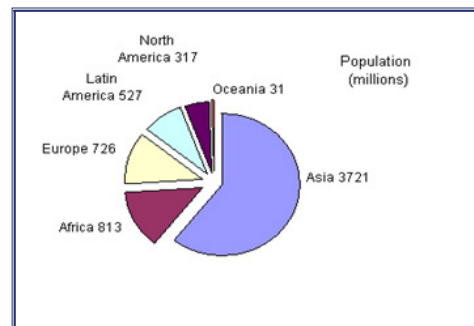
b

c

segment

➤ Look at the following visual aids. Which is easier to comprehend at a glance?

Region	Population (millions)
Asia	3721
Africa	813
Europe	726
Latin America	527
North America	317
Oceania	31



➤ **When to use tables and when to use graphs**

Complete the sentences with words from the box.

visual/ time/ columns/ smaller/ larger/ periods/ rows/

If your message requires the precision of numerical data and text labels to identify what they are, you should use a table. Tables, with their columns and rows of information, interact primarily with our verbal system. We process numerical information in a sequential fashion, reading down or across of numbers, comparing this number to that number, one pair at a time. Graphs, however, are perceived by our visual system. They give numbers shape and form. To see patterns and relationships is a natural function of perception. A single graph conveys important features of the data more vividly and memorably than columns of data.

Line graphs are used to track changes over short and long of time. When changes exist, line graphs are better to use than bar graphs. Line graphs can also be used to compare changes over the same period of time for more than one group.

Bar graphs are used to compare things between different groups or to track changes over time. However, when trying to measure change over time, bar graphs are best when the changes are

Pie charts are best to use when you are trying to compare parts of a whole. They do not show changes over

➤ **Which of these visuals would you use to describe the following:**

- A your company's quarterly sales figures over the past three years
- B your division's new organizational structure
- C the results of a survey that was carried out to find out how students travel to your school
- D your company's order filling process
- E the fluctuation in the number of people at a London underground station over the course of a day

➤ **Delivery of visual aids**

Identify some key phrases, typical of delivering visual aids, of which structure consists of four fundamentals: Introduction, Explanation, Emphasis, and Comment.

Match the phrases (1 – 8) with the four fundamental structures (A – D)

1. "I'd like you to focus your attention on ..."
2. "I'd like to show you ..."
3. "As can be understood from this graph, ..."
4. "Notice the blue segment that shows..."
5. "This pie chart illustrates the distribution of ..."
6. "Let's now look at the next slide which shows ..."
7. "The two axes represent ..."
8. "You can see that different colors have been used to indicate ..."

- A. Introducing a visual
- B. Explaining a visual
- C. Emphasizing the focal point of a visual
- D. Interpreting a visual

➤ **Describing change in visuals**

Try to use different words to express movement in order to avoid repetition.

- Upward movement



(v) go up/ take off/ shoot up/ soar/ jump/ increase/ rise/ grow/ rocket/ improve/ climb

(n) an increase/ a rise/ a growth/ an improvement/ an upturn/ a surge/ an upsurge/ an upward trend/ a climb

- AT THE TOP-verbs

reach a peak/ peak/ top out/ reach a high/ reach a maximum

- Downward movement



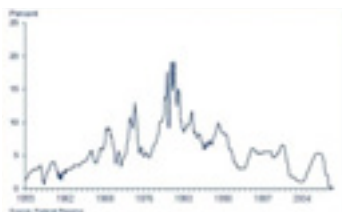
(v) go down/ come down/ fall/ fall off/ drop/ slump/ decline/ decrease/ plummet/ slip/ shrink

(n) a fall/ a decrease/ a decline/ a drop/ a downturn/ a downturn trend

- AT THE BOTTOM-verbs

reach a low point/ bottom out/ level out/ hit a low/ hit bottom

- Up-and-down movement



(v) fluctuate/ undulate

(adj) volatile

- NO CHANGE-verbs

remain stable/ level off /stay (at) the same (level) / remain constant /stagnate/ stabilize/ reach a plateau

- Degree of change

(adv) dramatically/ considerably/ significantly/ moderately/ slightly/ substantially/ markedly

(adj) dramatic/ considerable/ significant/ moderate/ slight/ substantial

- Speed of change

(adv) rapidly/ quickly/ suddenly/ gradually/ steadily/ slowly/ abruptly/ quickly

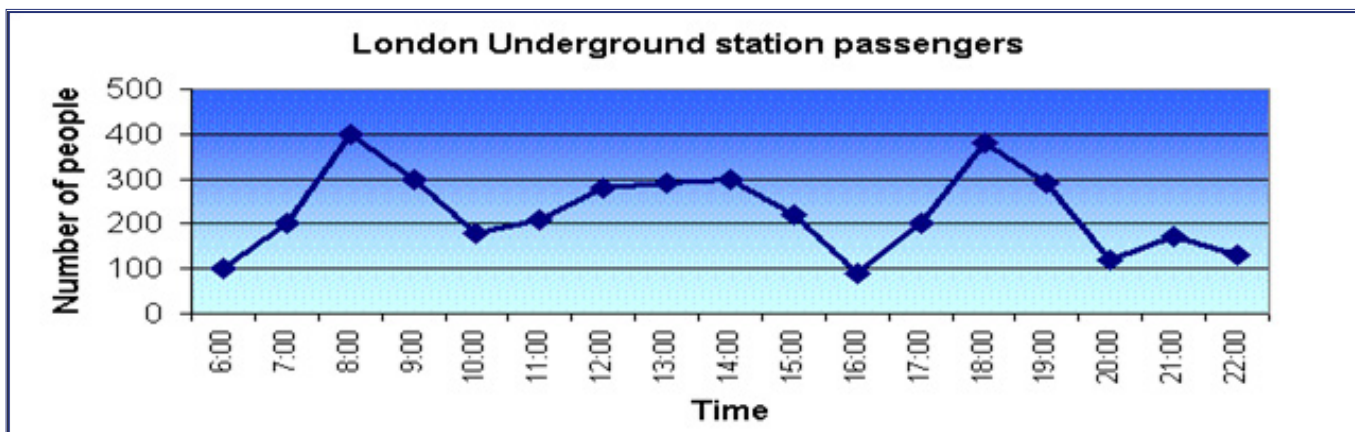
(adj) rapid/ quick/ sudden/ gradual/ steady/ slow/ abrupt/ quick

- Using a percentage

(prep) a rise from 15\$ to 20\$/ to increase by 30%/ to fall by 40%/ an increase of 5.5 per cent over last year

➤ A presenter is describing a graph. Look at how he describes the graph and complete the gaps with words or phrases from the box.

rises/ evening/ quickly/ peak/ decline/ fluctuation/ plateau/ crowded/ rapid/ 400/ busiest/ morning/ sharp increase/ tailing off/ over/ slight



This graph shows the in the number of people at a London underground station the course of a day.

The time of the day is in the There is a between 06:00 and 08:00, with people using the station at 8 o'clock. After this the numbers drop to less than 200 at 10 o'clock. Between 11 am and 3 pm the number, with a of just under 300 people using the station.

In the afternoon, numbers, with less than 100 using the station at 4 pm. There is then a rise to a peak of 380 at 6pm. After 7 pm, numbers fall significantly, with only a increase again at 8pm, after 9 pm.

Overall, the graph shows that the station is most in the early morning and early periods.

Match each definition (A – E) with today's vocabulary word (1 – 5)

DEFINITIONS

- A. expressed in speech rather than in writing
- B. to keep changing
- C. involving or expressed in numbers
- D. following a particular order
- E. one of the two lines on which the scales of measurement are marked

- 1. numerical
- 2. axis (pl. axes)
- 3. verbal
- 4. fluctuate
- 5. sequential

Fill in the blanks.

- 1. Keep your files in n_____cal order.
- 2. We have a v_____l agreement with the landlord.
- 3. Oil prices have f_____ated wildly in recent weeks.
- 4. In this way the children are introduced to s_____tial learning.
- 5. Annual profits over the last 10 years are plotted on the y-____s.