

Day 34 +35

Vocab Review

Fill in the blanks.

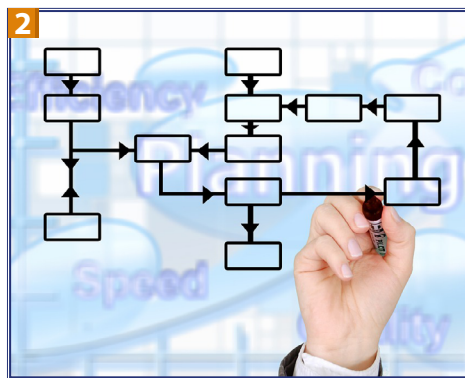
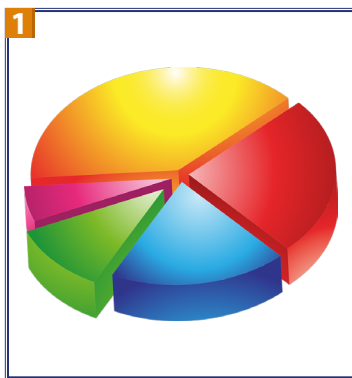
1. He took financial advice on how to avoid the p_____s of setting up your own business.
2. The lecturer i_____ated his point with a diagram on the board.
3. You need to a____n the numbers properly in a column.
4. The letter was faded and barely l_____e.
5. He has no c_____nsion of the size of the problem.

3 Presentations

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

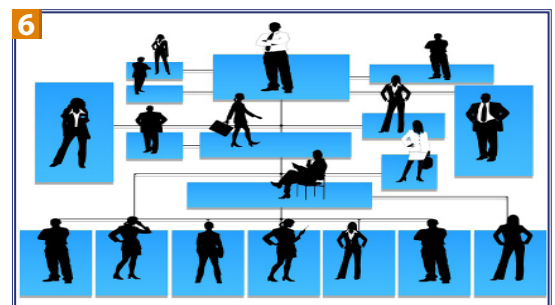
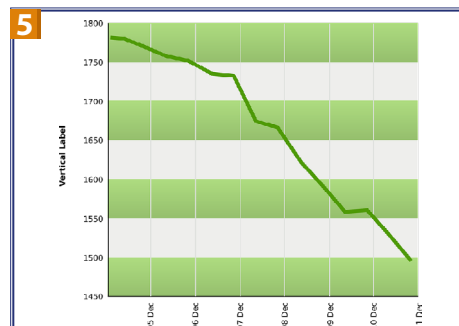
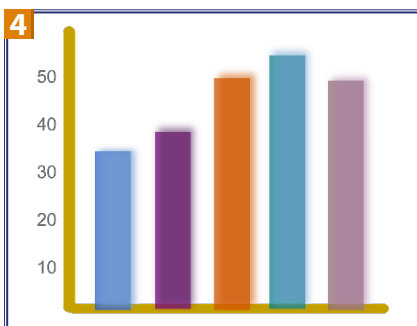
LEAD-IN Look at the pictures below. Label them using the listed words.

line graph flow chart bar graph organogram pie chart table

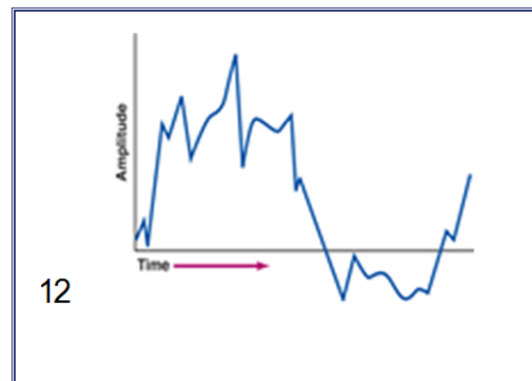
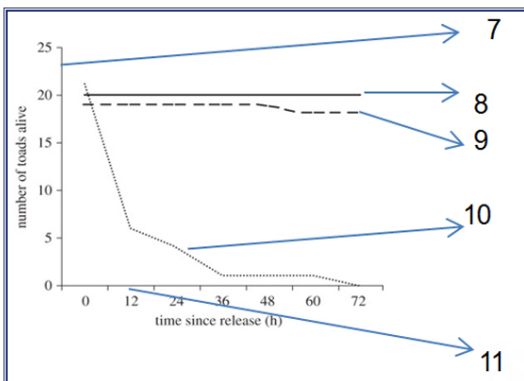


3

	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

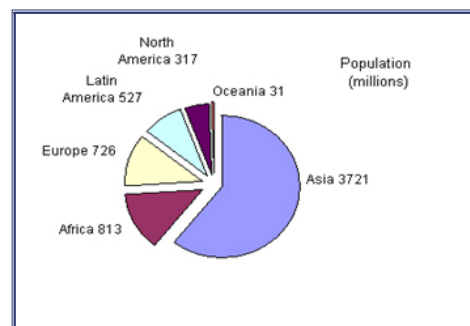
b

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/

One advantage of using tables is that we can show comparisons between numbers, reading down or across of numbers. Graphs, on the other hand, can visually show a trend over time. People can see the graphs at a glance and understand quickly. It is an advantage of perception to view patterns more clearly than columns of numbers.

Line graphs can show changes in the data over of time. Line graphs have better use than bar graphs when dealing with changes. You can use line graphs to compare changes over the same period for different groups.

Bar graphs, which compare data at a point in time and help the viewer in comparing different types of data, are best when the changes are

Pie charts carry the advantage that they can show the 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/

(n) an increase/ a rise/ a growth/ an improvement/ an upturn/ a surge/ an

- AT THE TOP-verbs

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

- Downward movement



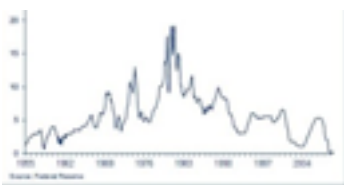
(v) go down/ come down/ fall/ fall off/ drop/ slump/ decline/ decrease/ plummet/ slip/

(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

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.

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