

Change and consequences

Unit aims

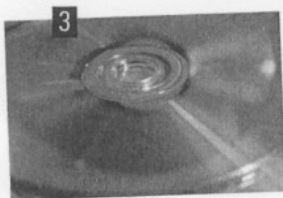
Task 1

Describing trends
Related verbs and nouns
Understanding data

Task 2

Understanding questions
Expressing solutions
Linking phrases
Using trigger words

Task 1 Describing trends



1 The graphs relate to sales of media technology. Which graph a-h do you think shows sales for each item in the photos 1-4?

2 Match each graph (a-h) with the most appropriate description below (1-10).

- 1 Sales of audio cassettes fell steadily.g.....
- 2 iPod sales rose gradually.
- 3 Plasma TV sales fluctuated wildly, but the trend was upward.
- 4 Sales of video cassettes fluctuated wildly, and the trend was downward.
- 5 Total digital camera sales dropped slightly.
- 6 Sales of audio cassettes fell and then levelled off.
- 7 The sales of MP3-players rose gradually and then climbed sharply.
- 8 Purchases of video cassette recorders declined dramatically.
- 9 Sales of games consoles decreased and then levelled off.
- 10 CD sales dropped suddenly.

3 Underline the verbs in 2 used to describe trends.

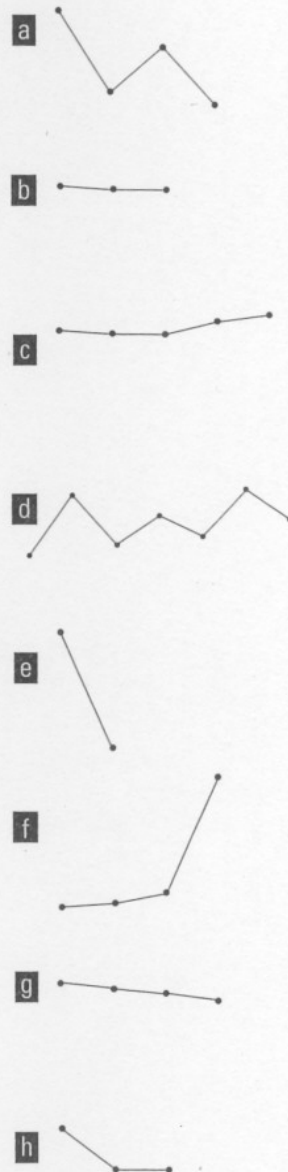
Example

1 Sales of audio cassettes fell steadily.

4 The verbs in 2 are modified by adverbs such as *steadily*. Find the adverbs and decide whether they mean slow or fast changes. Complete the lists below.

Slow steadily,

Fast



Related verbs and nouns

5 Sentences containing verb phrases such as *fell steadily* can often be rewritten using the correct form of *there is/are* and a related noun. Read the examples. Then rewrite sentences a–j below.

Examples

The consumption of chocolate *fell steadily*. (verb + adverb)

There was *a steady fall* in the consumption of chocolate. (*there was a + adjective + noun*)

There has been *a dramatic rise* in the production of films. (*there has been a + adjective + noun*)

The production of films *has risen dramatically*. (verb + adverb)

a Spice exports from Africa fluctuated wildly over the period.

There were

b The development of new products fell gradually.

There was

c There has been a noticeable decrease in research investment.

Research

d The purchases of tickets dropped significantly last month.

There was

e On the Internet, the number of sites rose significantly.

There was

f There was a sudden decrease in the sale of mangos.

The sale

g At the theme park, there were very slight fluctuations in the number of visitors.

The number

h There was a gradual decline in sugar imports.

Sugar

i The quality of food in supermarkets has increased slowly.

There has

j The number of air travellers fluctuated remarkably.

There

6 Phrases such as *the consumption of chocolate* can often be rewritten as just two nouns. Read the examples. Then find and rewrite other examples in 5.

Examples

The consumption of chocolate can become *Chocolate consumption*.

The production of films can become *Film production*. (not *Films production*).

Technique

Include a variety of structures in your writing. Use both verb + adverb and adjective + noun structures in your Task 1 answer. Express nouns as *the ... of* or as two nouns.

Understanding data

- 7 Read the graph and the Task 1 question. What was the income in dollars for:
- a The Tea Room in January? \$160,000
 - b Internet Express in July?
 - c Wi-fi Cafe in November?
 - d Cafe Cool in December?
 - e The Tea Room in February?

Task 1

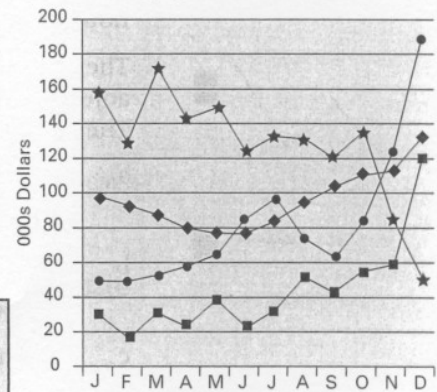
You should spend about 20 minutes on this task.

The graph shows the income of four cafes in New York over last year.

Summarize the information by selecting and reporting the main features, and make comparisons where relevant.

Write at least 150 words.

Changing trends in cafe income



Technique

To help you read the graph, write the names of the cafes at the end of each line.

- 8 Answer these questions about the graph.
- a What do the letters J, F, M, etc along the bottom of the graph mean?
 - b What does 000s mean?
 - c What patterns can you see?
 - d What comparisons can you make?
- 9 Read the model text and decide whether each missing phrase is a verb, a noun, or an adverb.

Example

1 adverb

Model text

The graph provides information about the income trends of four cafes over the last year.

There are two basic general trends: downward and upward. As regards the first, the earnings for The Tea Room, were down over the year, falling ¹ from almost \$160,000 earnings a month to just under \$50,000 in December.

By contrast, the income for the other three cafes went up by varying degrees. There was ² in Cafe Cool's sales over the first ten months, followed by a sudden

increase to \$120,000. Furthermore, the income for both Internet Express and the Wi-fi Cafe ³ in December. The former experienced ⁴ to June, but after that, income rose ⁵ ending the year at approximately \$130,000. Likewise, the trend for Wi-fi was upward. Between January to July, earnings ⁶ from \$50,000 to nearly \$100,000 and ⁷ to around \$190,000.

It is noticeable that the income for The Tea Room is lower in the winter months than for the other three cafes.

- 10 Match options a-g with gaps 1-7 in the model text.

- a steadily
- b then rocketed
- c doubled
- d significantly
- e also ended the year up
- f a steady fall
- g a rise

The importance of the past

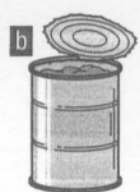
Unit aims

Task 1	Task 2
Comparing information	Using <i>it/they/this/these</i>
Adverbs in comparisons	Planning essays
Comparing and contrasting	Developing ideas

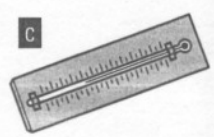
Task 1 Comparing information



a Ballpoint pen, Laszlo Biro



b Tin can patented by Peter Durand



c First mercury thermometer, Gabriel Fahrenheit



d Safety pin, Walter Hunt

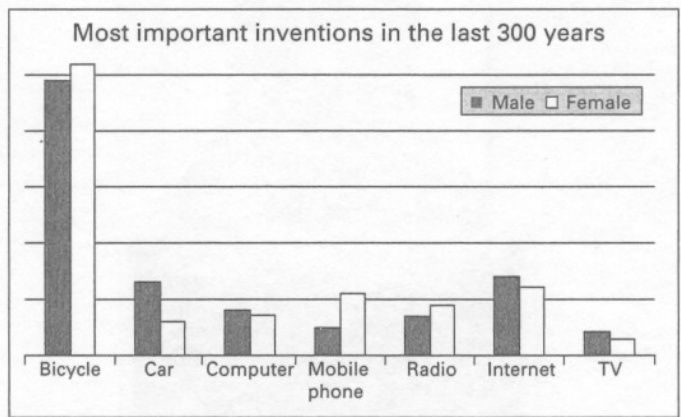


e Paper money in China

1 The pictures and text show some inventions and who invented them. Answer the questions.

- a Which is the oldest invention?
- b Which is the most recent invention?
- c Which do you think are the most and least important inventions?
- d What other important historical inventions are not included here?

2 The chart shows the results of a survey about the most important inventions in the last 300 years. Answer the questions.



- a What is the most striking feature of the chart?
- b What voting patterns can you see for females?
- c What voting patterns can you see for males?

Technique

In the test, circle and number important details in pencil.

3 You can use a range of structures to make comparisons. Read these examples describing the chart in 2. Then complete sentences a–j with suitable information based on the chart.

Examples

More males than females chose the TV. (*more + noun + than*)
 Fewer females than males chose the TV. (*fewer + noun + than*)
 The TV was more popular among males than females. (*more/less + adjective + than*)
 The most popular form of communication was the Internet. (*the most/least + adjective*)

- a More females males chose the bicycle.
- b The bicycle was more than any other invention.
- c The car was popular among females than males.
- d invention among both sexes was the TV.
- e women than men voted for the mobile phone.
- f invention among both sexes was the bicycle.
- g males than females picked the radio.
- h The computer was for women than for men.
- i More people selected the bicycle any other invention.
- j The TV was popular than any other invention.

4 You can also compare information by using *as many ... as* when numbers are very close, or by using *not as many ... as*. Read the examples. Then compare male and female attitudes to cars and mobile phones.

Examples

As many females as males chose the computer.
Not as many females as males chose the radio.

5 Make comparative sentences based on notes a–g below and the chart in 2. Use the passive or active form of the verb in italics.

Examples

females/males/ <i>select</i> /the bicycle	<i>More females than males selected the bicycle.</i>
males/females/ <i>select</i> /the bicycle	<i>Fewer males than females selected the bicycle.</i>
the bicycle/ <i>choose</i> /females/males	<i>The bicycle was chosen by more females than males.</i>

- a males/females/*choose*/the car
.....
- b women/men/*select*/the mobile phone
.....
- c the Internet/*choose*/males/females
.....
- d females/males/*pick*/the radio
.....
- e males/females/*pick*/the radio
.....
- f the computer/*choose*/females/males
.....
- g the bicycle/*select*/males/females
.....

Adverbs in comparisons

- 6 You can add adverbs to comparisons to make them more precise, such as *significantly (more)* or *almost (as many)*. Read the examples. Then underline the adverbs in sentences a–i.

Examples

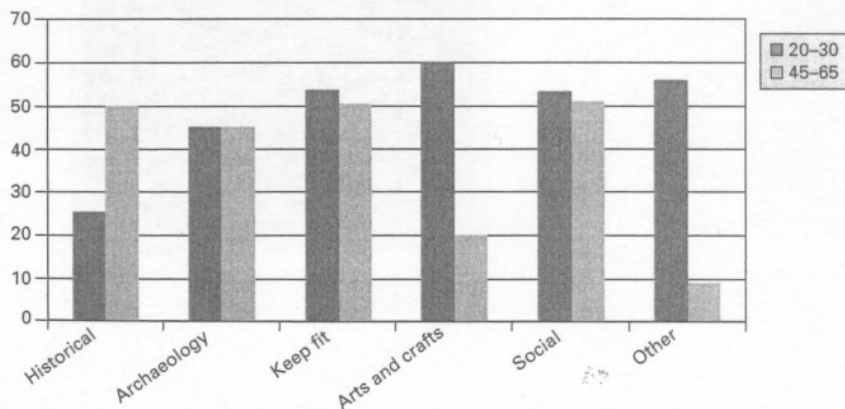
Significantly more people voted for the bicycle than the other inventions.
The bicycle was chosen by *almost as many* males *as* females.

- Slightly more women than men voted for the bicycle.
 - In the past, considerably more people lived in the countryside than towns.
 - Many more people can use a computer today than thirty years ago.
 - Substantially less time is now spent doing housework than before.
 - There are significantly fewer people now working in manufacturing than in the past.
 - Sports programmes are watched by practically as many people now as in previous years.
 - The exhibition about cinema attracted far fewer visitors than expected.
 - Illiteracy is much less common than in previous generations.
 - Nearly as many children as adults watch programmes about ancient history.
- 7 Which adverbs above mean:
a almost? b a lot? c just a few?

- 8 Look again at the sentences you wrote in 5 on page 15. Add suitable adverbs.

Comparing and contrasting

- 9 Answer these questions about the bar chart.
- What do you think the bar chart provides information about?
 - What could the numbers on the left relate to?
 - What do you think the words along the bottom of the chart relate to?
 - What could the numbers in the box refer to?
 - Is there a time reference for the graph?



10 Match sentence beginnings 1–6 with endings a–f to form correct sentences about the chart.

- 1 The arts and crafts society has the greatest number of 20–30 year-olds,
 - 2 Only 25 people from the younger age group are members of the historical society,
 - 3 Some societies are clearly more popular with one of the age groups,
 - 4 The keep fit and social clubs have slightly more members in the younger age bracket,
 - 5 In general, the 20–30 year-olds are more actively involved in societies
 - 6 The keep fit and social clubs attract a broader range of people
- a *whereas* the archaeological society is equally popular with both.
 - b *in comparison with* the historical society.
 - c *but* it is one of the least popular clubs with the older age group.
 - d *compared with* the older age group.
 - e *while* the figure for 45–65 year-olds is about 50.
 - f *although* they are fairly popular with both age groups.

11 In which of the sentences in 10 could the ending a–f come first? Which connecting words in italics are followed by a noun phrase only?

12 Read the description of the chart in 9. For each of 1–6, two options are possible and one is incorrect. Delete the incorrect option.

Model text

The chart provides information about how two age groups participate in several clubs at a centre for adults.

We can see from the data that the archaeological, keep fit, and social clubs are popular with both older and younger people. ¹ *While/However/By contrast*, the historical and arts and crafts societies clearly appeal more to one of the age groups. In the historical society, 50 of the members are between 45 and 65, ² *but/while/however* there are only 25 from the younger age group. For the arts and crafts society, the pattern is reversed.

There are about 60 members aged between 20 and 30, ³ *but/whereas/in comparison with* the number of people in the 45 to 65 age group is ⁴ *far/slightly/considerably* lower. The keep fit and social clubs are popular with both age groups, ⁵ *however/but/although* there are slightly fewer older people. Membership of the archaeological society stands at 45 for both groups.

In general, the younger age group are ⁶ *significantly/almost/noticeably* more involved in the various societies than the 45–65 year-olds.

Technique

- In the test, make
- a quick list of
- the comparison
- structures you know
- before you write.