

Adjectives and adverbs

Look at the following uses of adjectives.

- before nouns
There was a **dramatic** fall in profits last year.
- after stative verbs such as *be, become, seem, appear, look*, etc.
The similarities between Ahold and Enron are **striking**.

Look at the following uses of adverbs.

- after verbs
Shares fell **sharply** on the news.
- before an adjective or adverb
... his anger and pride became **quickly** apparent ...

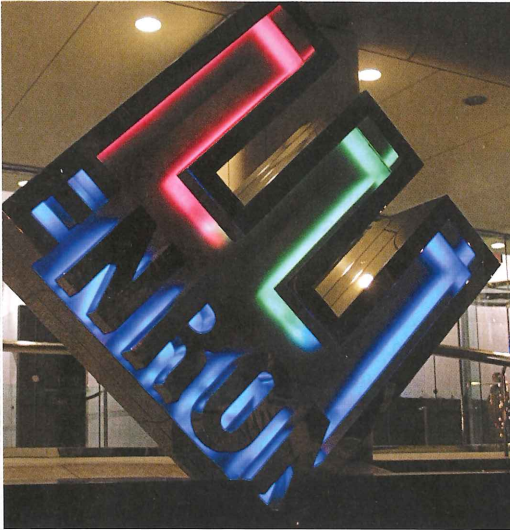


For more information, see page 160.

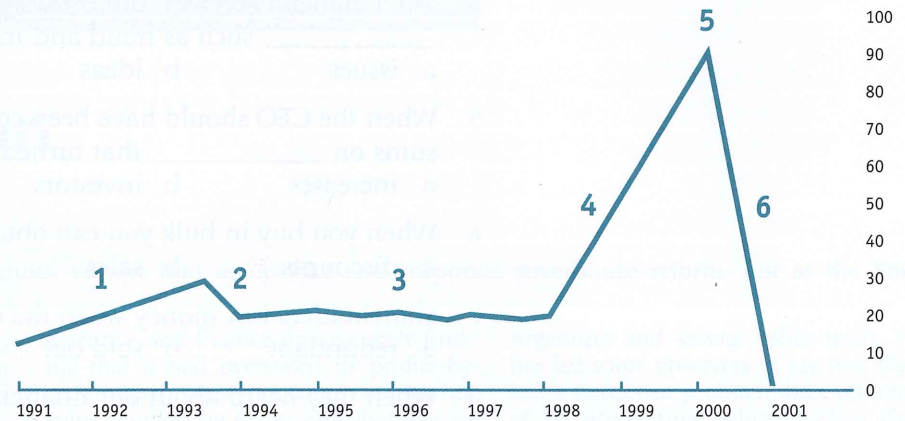
Practice

1 Use the following expressions to describe the performance of the Enron share price 1991–2001.

fluctuated mildly a sharp increase reached a peak
rose steadily dropped slightly a dramatic and sudden fall



The amazing disintegrating firm
The Enron share price (US\$), 1991–2001



2 Journalists use dramatic verbs that describe the direction, speed and degree of change. What information do these verbs give?

	direction	speed	large/small degree
plunge	↓	<i>very fast</i>	<i>very large</i>
dip	↓	<i>fast</i>	<i>small</i>
soar			
plummet			
slide			
skyrocket			
jump			
nosedive			
decline			

Career skills

Referring to visuals

Visual aids such as graphs, bar charts, pie charts and flow charts are an important and effective way of structuring and communicating presentations that include a lot of statistics. The following phrases are useful for drawing the listeners' attention to particular details.

As you can see, ...

You'll notice that, ...

This part of the graph clearly shows ...

... led to the ... you see here ...

... is obvious on this part of the graph here.

This slide shows the ...

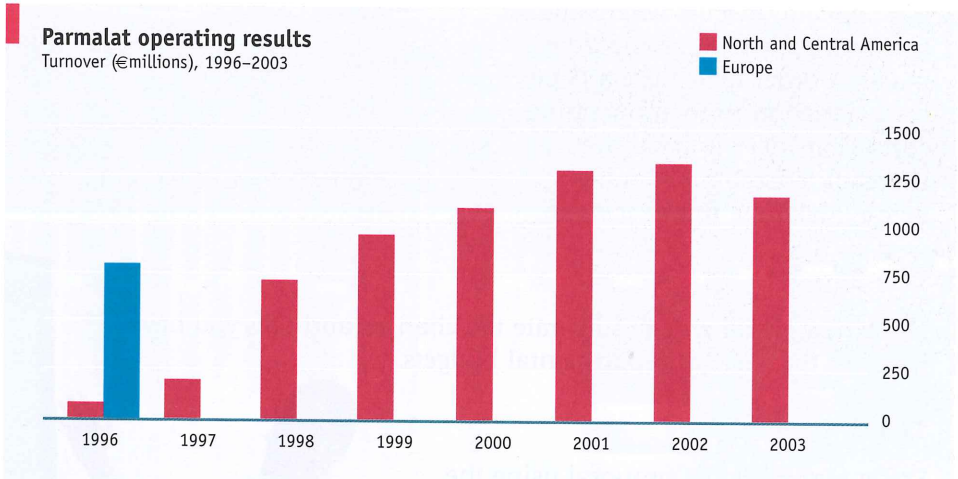
Listening 3



1 Look at the graph showing the performance of the WorldCom share price 1992–2002 and match the changes with the time periods. Then listen and check your answers.

- | | |
|--|------------------|
| 1 reached a record high | a 1992–95 |
| 2 nosedived to an all-time low | b 1995–98 |
| 3 continued to skyrocket | c 1998–99 |
| 4 started a spectacular ascension | d 1999 |
| 5 there was a downturn | e 1999–02 |

2 Work in pairs. Student A turn to page 139. Student B look at the bar chart showing the American sales of the Italian food giant Parmalat, which went bankrupt in 2003 with debts of €14bn. Describe the chart to your partner. Then listen to your partner and complete the European sales 1996–2003.



Culture at work

Formal and informal presentations

Some cultures expect presentations to be formal and technical. Others find this dull and ineffective and prefer a more entertaining style of presentation. What are they like in your country? How might these attitudes affect the dress, style and use of visual aids in presentations in different countries?