

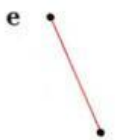
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Change and consequences

UNIT AIMS

TASK 1 Describing trends
Using nouns to summarize
Understanding data

TASK 2 Understanding questions
Expressing solutions
Using linking devices
Using trigger words



TASK 1 Describing trends

1 Name items 1–4 above.

2 The sales of items can rise and fall. List four other verbs you know for *rise* and *fall*.

Rise _____

Fall _____

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

4 Match each graph (a–h) with the most appropriate description (1–10) below.
Some graphs will be used more than once.

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

5 Underline all the verbs in exercise 4 used to describe trends.

Example

1 Sales of audio cassettes fell steadily.

6 In the sentences in exercise 4, adverbs such as *steadily* describe the verbs.
Find the adverbs and decide whether they mean slow or fast changes.
Complete the lists below.

Slow _____

Fast _____

Using nouns to summarize

1 Provide the noun form of the verbs below.

fall ■ rise ■ increase ■ decline ■ drop ■ fluctuate ■ improve ■ reduce ■ grow

Technique

Use nouns instead of verbs to summarize information and add variety to your writing. You can often rewrite sentences containing verb phrases such as *fell steadily* by using the correct form of *there is/are* and the correct use of the appropriate noun.

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)

2 Read the examples in the Technique box. Then rewrite sentences a–j below.

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 investment _____

d The purchases of tickets dropped significantly last month.

There was _____

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

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 imports _____

i The quality of food in supermarkets has increased slowly.

There has _____

j The number of air travellers fluctuated remarkably.

There _____

3 Phrases such as *the consumption of chocolate* can often be rewritten as just two or three nouns. Read the examples below. Then find and rewrite eight other examples in exercise 2.

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:
noun + noun (*sugar imports*)
and the noun + *of* + noun
(*the import of sugar*).