

Describing change

In this part you will learn how to describe changes shown on your visual aids.

1. Firstly, learn the expressions to be used:

Upward movement:

To increase/ rise/ go up/ grow/ expand/ rocket/ boom.

Ex. We increased our sales. The prices rocketed last week.

Downward movement:

To decrease/ fall/ drop/ decline/ go down/ contract/ collapse.

Ex. We had to reduce their salary.

No change:

To remain constant/ stable

To stay the same/ at the same level

To maintain/ to hold/ to keep

Degree of change:

Dramatically/ considerably/ significantly/ moderately/ slightly

Speed of change:

Rapidly/ quickly/ suddenly/ gradually/ steadily/ slowly

2. Now describe the changes in the companies using the information from the table:

NIKE, Inc. Income Statement

	May 10	May 09	May 08
Revenue	19,014.0	19,176.1	18,627.0
Employees	34,400	31,200	28,500
Cost of Goods Sold	10,213.6	10,571.7	10,239.6

PUMA Sport Income Statement

	Dec 10	Dec 09	Dec 08
Revenue	3,586.5	3,526.7	3,557.9
Employees	9,697	9,298	8,750
Cost of Goods Sold	1,804.4	1,717.3	1,716.2

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