



POCKET BOOK
with
**BUSINESS
PHRASES**



Graphs & Figures



BRITANICA

Trends

I. Talking about margins:

1. There was *an increase/ a rise/ an improvement/ a growth* of 5% (margin) **in** export sales. **(positive)**

Sales *went up/ will grow/ have increased* **by** 1.5 mln euros. **(positive)**

2. We saw *a decrease/ a fall/ a drop/ a decline/ a crash/ a slump* of 3 mln euros (margin) **in** export sales. **(negative)**

The unemployment rate *went down/ will fall/ has decreased* **by** 2%. **(negative)**

II. Talking about current values:

1. There was *an increase/ a rise/ an improvement/ a growth* **to** 2 mln people **in** the number of tourists. **(positive)**

The number of visitors *went up/ will grow/ has increased* **to** 200, 000 people. **(positive)**

2. We saw *a decrease /a fall / a drop /*

a decline / a crash / a slump **to** 500,000 in the number of tourists. **(negative)**

The annual university admission charges *went down/ will fall/ have decreased* **to** 2,000 pounds. **(negative)**

III. When describing stable values:

1. Temperatures *levelled off/ stayed the same/ stabilized/ stood* **at** 10°C.

Prices *remained/ stayed/ stood* unchanged. *(when there is no change)*

2. Company profits fluctuated **around** 100, 000 euros per year/ **between** 90, 000 **and** 105, 000 euros. *(when values go frequently up and down)*

IV. When describing a minimal change:

The number of flights has gone up *slightly/ gently.*

V. When describing a significant change:

1. The company market share reached a peak/ reached a high/ rocketed/ picked up/ shot up/ soared/ surged. **(positive)**

The company market share rose dramatically/ substantially/ significantly/ noticeably/ considerably. **(positive)**

2. Oil price plummeted/ plunged/ slumped/ crashed/ bottomed out/ hit a low. **(negative)**

Oil price dropped dramatically/ substantially/ significantly/ noticeably/ considerably. **(negative)**

Graphs and Figures

I. Introducing the main idea:

1. This graph shows/ represents/ describes/ highlights/ illustrates ...

2. What is striking/ noticeable/ impressive/ apparent/ obvious...

3. What stands out/ catches the eye in this figure is...

II. Parts of graphs:

1. The **vertical axis** indicates/ The **horizontal axis** represents... (for line graphs)

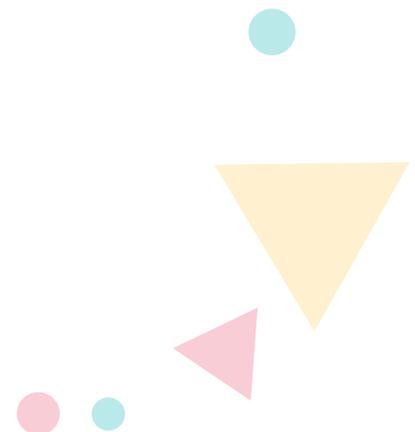
2. This **curve** illustrates/ **solid line** shows... (for line graphs)

3. The **shaded area/ the blue bar** describes... (for bar graphs)

4. This **yellow segment** is for... (for pie charts)

5. What you can see here is a **breakdown** of (for pie charts and bar graphs)

6. This green **slice** illustrates that **the majority of/ the minority of** ... (for pie charts)



TIPS

- **Tip 1:** Когато при описанието на графики назовавате част от цялото с обикновени дроби (common fractions), се използват числителни редни: *One **fifth** of the students have taken their annual exam.*
- **Tip 2:** Ако стойностите в разглежданата графика са под формата на десетични дроби (decimal fractions), четем с числителни бройни: *10.175 (**ten point one seven five**) per cent of our costs cover disinfection products.*
- **Tip 3:** В английския език думата “процент” е само в единствено число: *25 **per cent/ percent** of the population on Earth live in cities.*
- **Tip 4:** “Percent” или “percentage” - първата дума винаги е предшествана от конкретно число, докато втората се употребява самостоятелно, обикновено при въпрос или обобщение: *What is the **percentage** of women returning to work after having a baby?*
*A high **percentage** of their customers order their goods online.*

- **Tip 5:** Думите “hundred”, “thousand”, “million”, “billion”, etc. са винаги в единствено число, когато обозначават точна стойност: *345, 000 (three **hundred** and forty-five thousand) people have already been vaccinated.* Когато не уточняваме конкретен брой, тези думи се използват в множествено число: *There were **hundreds** of people waiting to be vaccinated.*

С курсовете по английски език в BRITANICA можете да развиете и усъвършенствате уменията си за ефективно представяне на графики, диаграми и илюстрираните в тях данни и тенденции, благодарение на практическата насоченост на всеки от часовете и възможността за поставяне на курсистите в реални ситуации. За да изберем най-подходящата за вас програма, можете да се свържете с нашия Мениджър Корпоративни клиенти Стела Русинова.



Стела Русинова
Мениджър Корпоративни клиенти

София 1000
ул. 6-и септември № 7, ет. 1
corporate@britanica-edu.org
+359 2 466 66 94
+359 8 9999 5281



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