## Cake sales increased dramatically

"big"

small"

dramatically sharply suddenly drastically substantially rapidly spectacularly enormously

slowly gradually slightly moderately steadily

"moved around" "increased" "decreased" went up went down fluctuated climbed decreased rose fel1 peaked dipped recovered improved "decreased "stopped "increased quickly" quickly" moving around" levelled off shot up dropped rocketed plummeted stabilised doubled halved tripled quadrupled

The adverb can go before or after the main verb. CD sales fell steadily in the early 2000s. CD sales steadily fell in the early 2000s.

Trends that are developing now can be described in the present continuous.

The price of music streaming subscriptions is going up. Trends that started and finished at a specified time in the past can be described in the simple past.

The quality of sound recordings went up significantly in the early 20th century.

Trends that started in the past and are now complete can be described in the present perfect.

Profits from recording sales have shrunk considerably in the last twenty years.

Trends that started in the past and will probably continue into the future can be described in the present perfect continuous.

The power of record companies has been gradually decreasing since the start of digital streaming.

We saw a dramatic increase in cake sales.

jumped

"big"	"small"	"good"	"bad"
dramatic	slow	encouraging	disastrous
sharp	gradual	promising	disappointing
sudden	slight		
drastic	moderate		
substantial	steady		
rapid			
spectacular			
enormous			

"increase"	"decrease"	"moving around"
gain	decrease	fluctuation
rise	fall	
climb		
recovery		
improvement		
"quick	"quick	"stop moving
increase"	decrease"	around"
doubling	drop	leveling off
tripling	halving	stabilisation
quadrupling		
jump		

Instead of using verb + adverb, you can use adjective + noun. The number of festivals has jumped sharply.

- There has been a sharp jump in the number of festivals. Attendance at classical music concerts is declining steadily.
- ▶ There's a steady decline in attendance at classical concerts.