Expressions to Describe Products and Visualize Data

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Learning Objectives

After this lesson, students will be able to:

- Recognize words and phrases that commonly used in describing products and data

- Use some expressions when describing products and data

- Create a description of products and data according to the given materials

Conversation 1

Time: 6 minutes
Study the following conversation between Janet and David

Janet

What does your company do?

David

We manufacture and sell fire prevention and fire control equipment.

Janet

What do your products do?

David

They help prevent fires and help suppress fires once they have started.

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Conversation 2

Time: 6 minutes
Study the following conversation between Claire and Josh

Claire

What does your company do?

Josh

We provide security services to large businesses and hotels.

Claire

What products do you sell?

Josh

We provide security guards, CCTV and 24-hour monitoring.

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Reading Exercise

Answer the following questions

1. What products does David's company sell?

2. What products does Josh's company sell?

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Reading Exercise – Answer Key

Check your answers below

1. David's company sells fire prevention and fire control equipment.

2. Josh's company sells security guards, CCTV and 24-hour monitoring.

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Useful Expressions

Study some more expressions for describing products and services

Asking

- What does your company sell?

- What products do you sell?

- What do/does your [the product(s)] do?

- What can you tell me about (this product)?

- Can you give me some information/details about this?

- What is special/unique about this?

- What are the specifications?

Describing

- Let me tell you about . . .

- This is our (newest) product.

- It is made of . . .

- It can be used for . . .

- You can use it to . . .

- This one features . . .

- This comes with . . .

- This is equipped with . . .

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Exercise

Highlight expressions in the dialogue that describe products.

Agent: Good morning, everyone! It is my honor to be here and let me tell you about our newest product, the X-plora phone. Dare I say, it is a revolutionary device, better than anything you've seen so far!

James: What is the difference between the previous model, and this one?

Agent: This version is two times faster than the last model we produced.

James: And what can you tell us about the specifications of this phone?

Agent: The X-plora phone features a 41-megapixel camera. This particular model is also waterproof and its battery life will be longer compared with other brands and models.

Hanna: How much will it cost?

Agent: This model is priced at 500 US dollars. However, we are giving a 50-dollar discount to the first twenty buyers. Thank you, everyone!

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Answer Key

Check your answers below

Agent: Good morning, everyone! It is my honor to be here and **let me tell you about our newest product**, the

X-plora phone. Dare I say, it is a revolutionary device, better than anything you've seen so far!

James: What is the difference between the previous model, and this one?

Agent: **This version is two times faster than the last model we produced.**

James: And what can you tell us about the specifications of this phone?

Agent: **The X-plora phone features a 41-megapixel camera. This particular model is also waterproof and

its battery life will be longer compared with other brands and models**.

Hanna: How much will it cost?

Agent: **This model is priced at 500 US dollars**. However, we are giving a 50-dollar discount to the first

twenty buyers. Thank you, everyone!

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Useful Expressions

Study some more words for describing products and services

- Branded (ADJECTIVE)

Branded goods are made by well-known companies, and have the company name on their label or container

- Commercially (ADVERB)

in order to be sold

- Handcrafted (ADJECTIVE)

Made by a person, not by a machine, and usually made with great skill

- Licensed (ADJECTIVE)

Licensed products are products that someone has official permission to use or to own

- Mass-produced (ADJECTIVE)

Made in large quantities by using machines

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Describing Products

Fill in the opposite words of the adjectives below for describing products and services.

Adjective	Opposite
Comfortable	
Fast	
Strong	
Stylish	
Safe	

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Exercise

Describe the product below

HEMNES

Linen cabinet

$299.00

Solid wood, a hardwearing natural material.

Both shelves are adjustable to four different positions.

Product dimensions

Width: 110 cm

Depth: 51 cm

Height: 132 cm

This product requires assembly.

Designer:

IKEA of Sweden

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Exercise

Describe the product below

Company: Translations R Us

Product: Electronic Translation Dictionary

What it does: Translates 45 languages into English, Chinese, Japanese and Spanish

Company: The Pool Doctor

Service: Swimming Pool Maintenance

What is provided: Cleaning, servicing and repair of swimming pools. Everything from small private pools to huge resort and country club pools.

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Grammar Bits - Past Continuous

Study the explanation below

The past continuous shows us that the action was already in progress at a certain time in the past

'What were you doing at 8 p.m. last night? I was studying.'

This means that I started studying before 8 p.m. and I continued after 8 p.m.

'We were cleaning the house all morning.'

The past continuous can also show that an activity was in progress for some time, not just for a moment.

We make the past continuous with was or were and the -ing form of the verb. Examples:

- She couldn't come to the party. She was working.
- Three years ago, we were living in my home town.
- I tried to give him some advice, but he wasn't listening.
- What were you doing this time last year?

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Grammar Exercise

Complete the sentences with Past Continuous

1. While Claire (have) _____ lunch in the canteen, Mary and Will (talk) to a customer.
2. I (prepare) _____ the invoice, when my computer suddenly crashed.
3. When we (sit) _____ in the meeting, Joseph suddenly got a hiccup.
4. I (gossip / not) _____ with Amy when you came in - we (discuss) _____ a serious problem.
5. Bob and I (walk) _____ to the office, when it suddenly started to rain.
6. Where (you / stay) _____ during your time in London?

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Grammar Exercise – Answer Key

Check your answers below

1. While Claire **was having** lunch in the canteen, Mary and Will were talking to a customer.
2. I **was preparing** the invoice, when my computer suddenly crashed.
3. When we **were sitting** in the meeting, Joseph suddenly got a hiccup.
4. I **was not gossiping** with Amy when you came in - we **were discussing** a serious problem.
5. Bob and I **were walking** to the office, when it suddenly started to rain.
6. Where **were you staying** during your time in London?

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Useful Expressions

Study some useful expressions and vocabularies in presenting visuals

- As you will see from this graph ...

- I'd like to show you this chart on which you will see ...

- Let me draw your attention to this part of the graph.

- Let's look more closely at this month's figures.

- This figure refers to the sales in China only.

- This pie chart shows our share of the European market today.

- As you can see, our main competitor has an even bigger share.

- The bar chart represents sales in our Asian outlets.

- Here you can see a comparison between ...

Useful Expressions

Study some useful expressions and vocabularies in commenting trends

Increases

- a slight/constant/marked/substantial /increase in sales
- an increase of about/roughly/ approximately/in the region of ... %
- a little over/above what we predicted
- the recovery/upturn began in (month)
- an overall increase in ...

Decreases

- just under our target
- way below our expectations
- a slight / notable / significant decrease in ...
- the downturn began in (month)
- the situation began to deteriorate in (month)

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Useful Expressions

Study some useful expressions and vocabularies in commenting trends

Fluctuations

- a slow start developed into steady progress in sales
- an initial upward trend was followed by ...
- we note slight fluctuations through the year
- normal seasonal variations are the cause of occasional downward trends

Conclusion

- We must focus our attention on ...
- What I suggest is ...
- There is a necessity for ...
- We need more ...
- We have no choice but to ...
- Appropriate measures must be taken
- The only option we have is to ...
- These changes are inevitable.

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Exercise

Describing performance with charts and graphs in Business English.
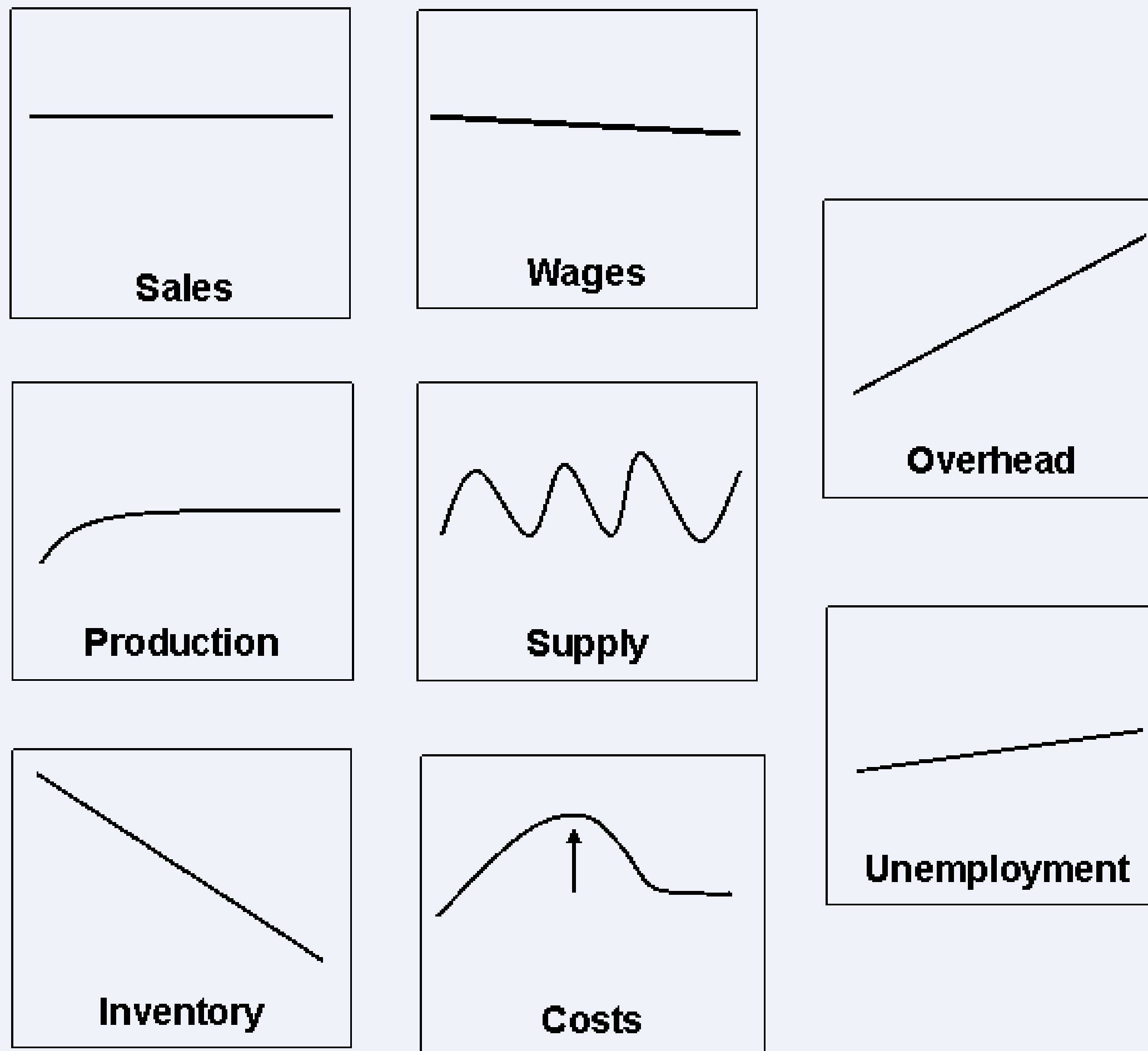
Use the words below to describe these line charts:

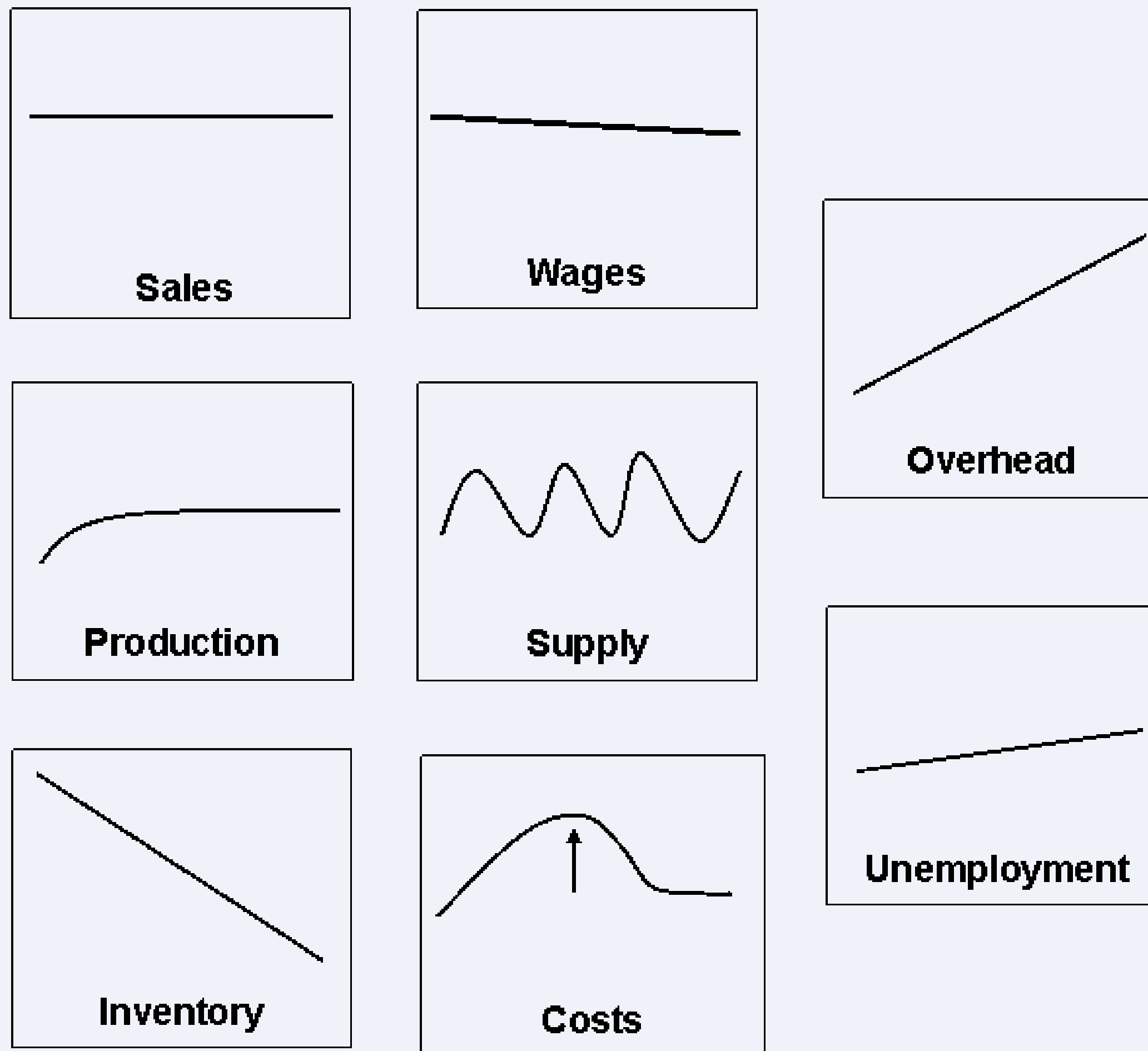| Rose sharply	Remained constant
Fluctuated	Levelled off
Increased gradually	Reached a peak
Fell gradually	Declined sharply

1. Sales _____ .

2. Wages _____ .

3. Inventory _____ .

4. Costs _____ .

5. Overhead _____ .

6. Production _____ .

7. Supply _____ .

8. Unemployment _____ .

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Exercise – Answer Key

Describing performance with charts and graphs in Business English.

Sales

Wages

Overhead

Production

Supply

Inventory

Costs

Unemployment

Use the words below to describe these line charts:

Rose sharply	Remained constant
Fluctuated	Levelled off
Increased gradually	Reached a peak
Fell gradually	Declined sharply

1. Sales <u>remained constant</u>.

2. Wages <u>fell gradually</u>.

3. Inventory <u>declined sharply</u>.

4. Costs <u>reached a peak</u>.

5. Overhead <u>rose sharply</u>.

6. Production <u>levelled off</u>.

7. Supply <u>fluctuated</u>.
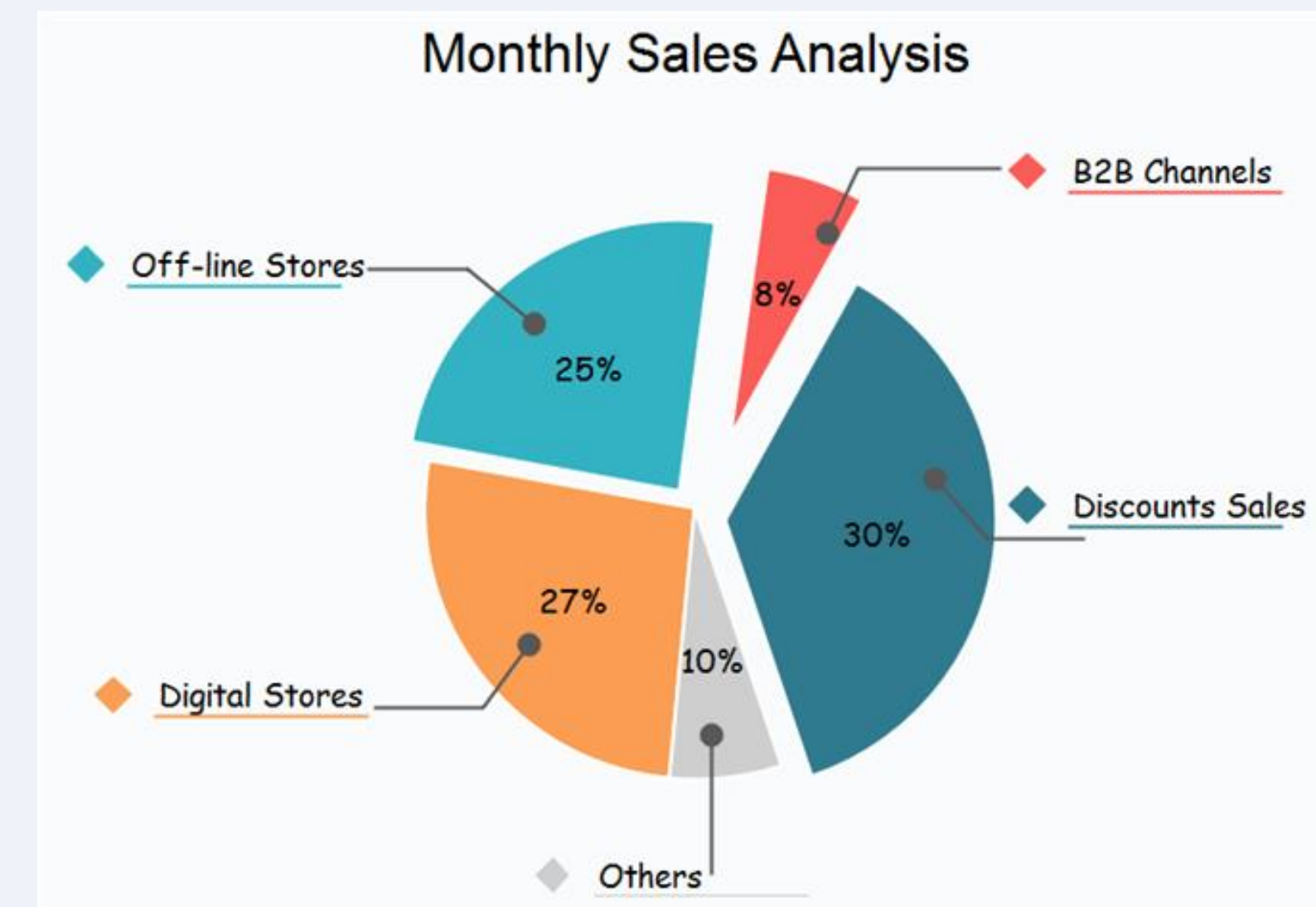
8. Unemployment <u>increased gradually</u>.

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Exercise

Answer the following questions

> The charts in a previous exercise are "line charts"
>
> – what are the names of the charts below?

?

?

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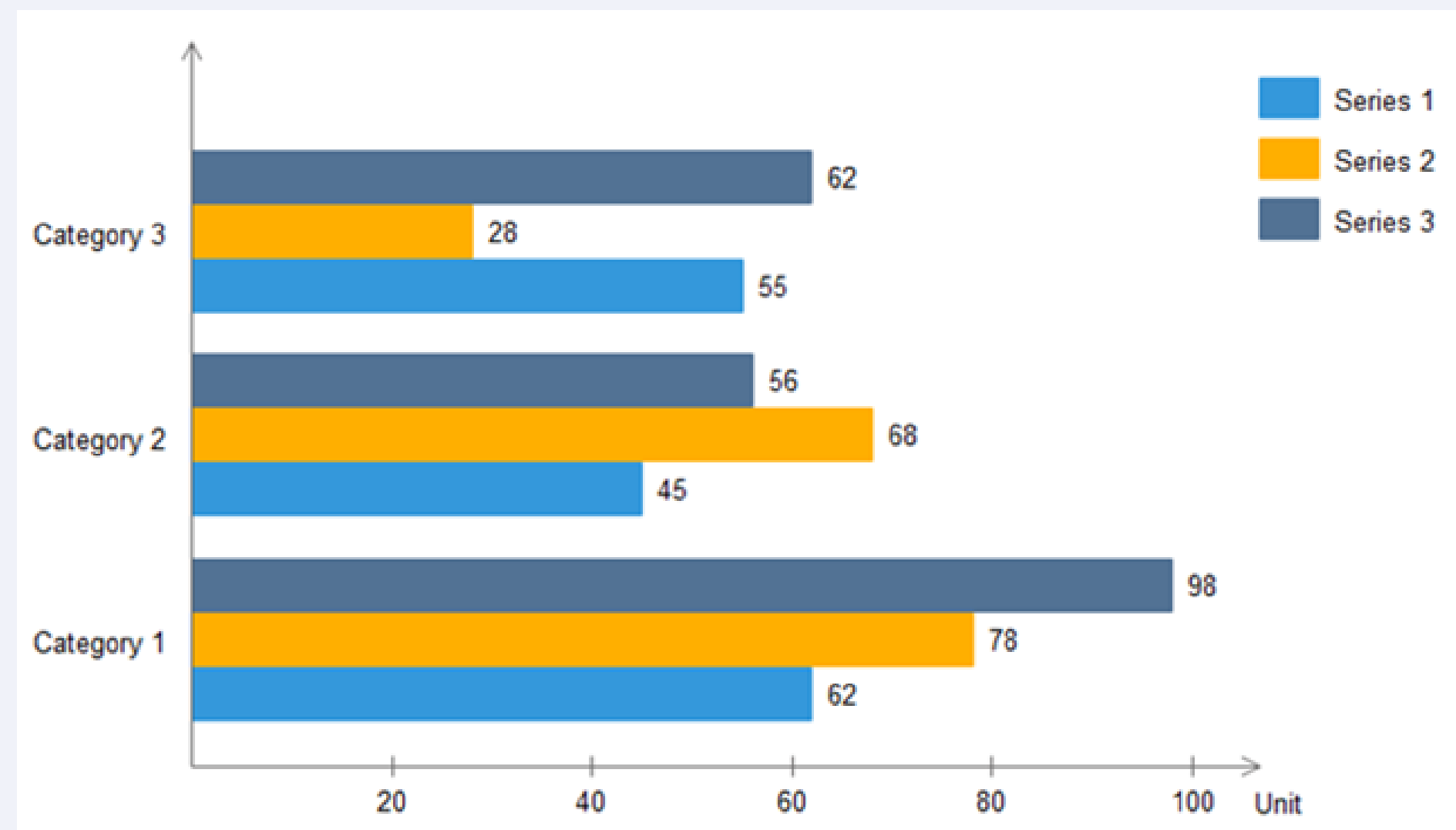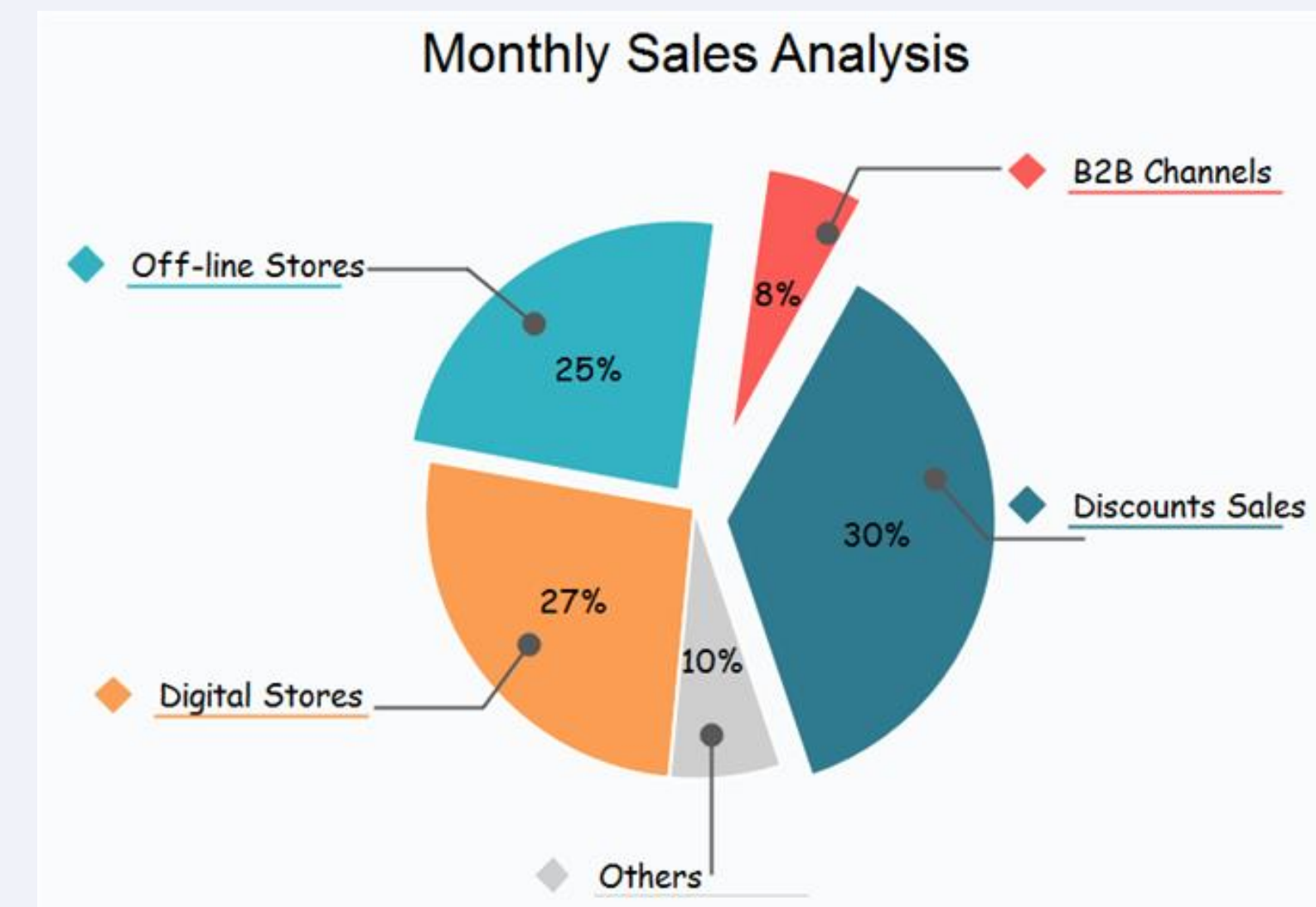
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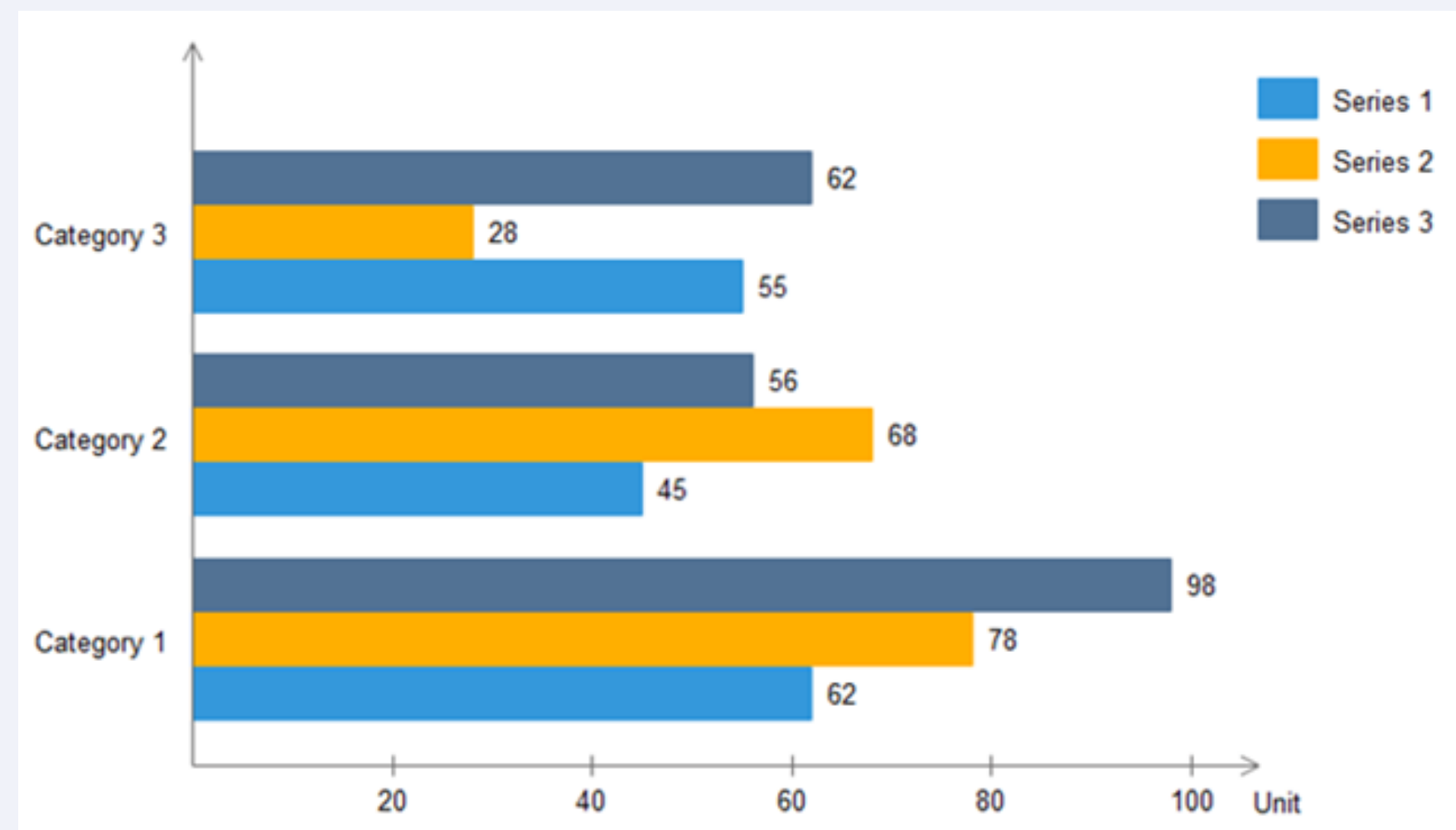
Exercise

Answer the following questions

The charts in a previous exercise are "line charts"

– what are the names of the charts below?

Bar Charts

Pie Charts

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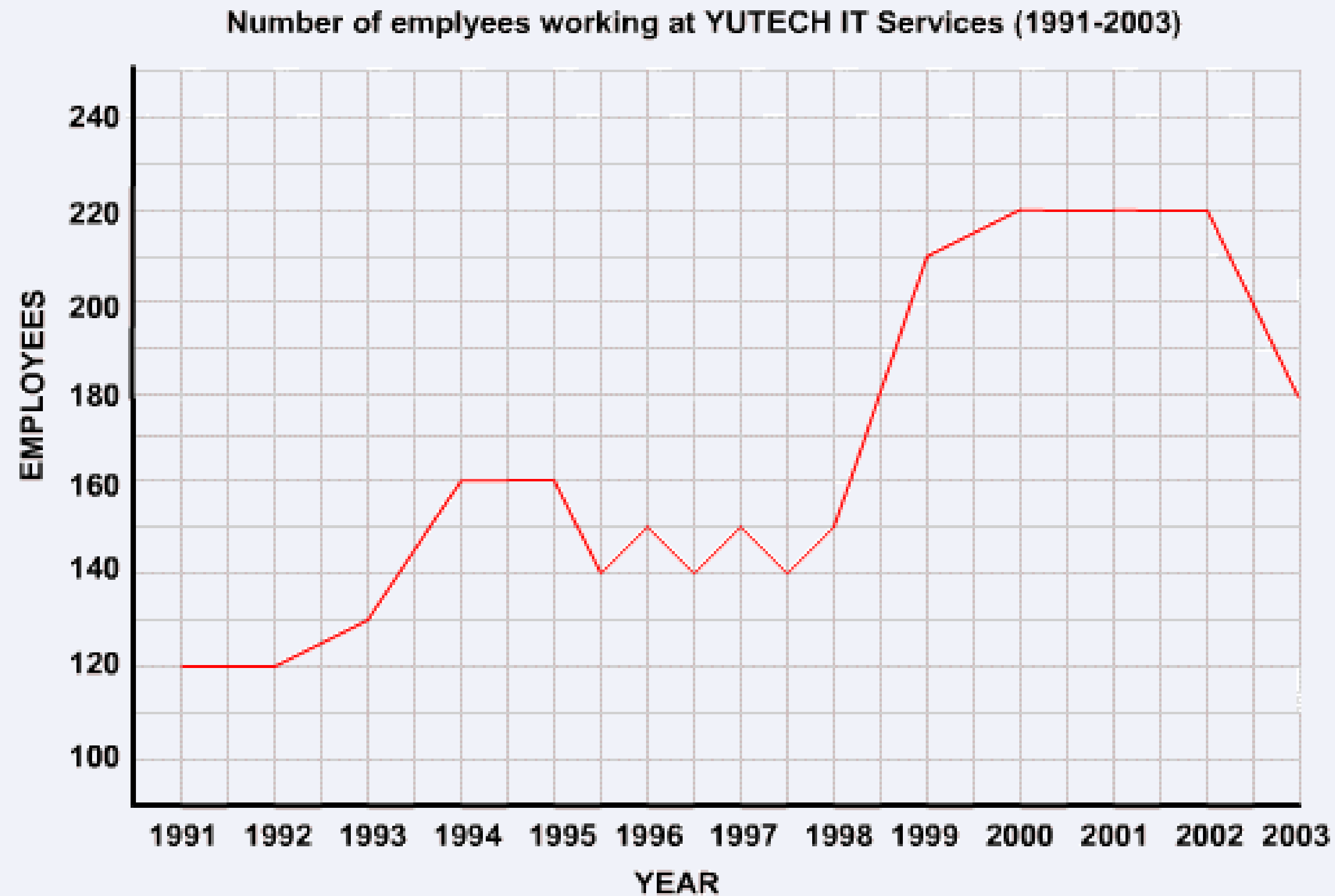
Discussion

Discuss the following questions

- What would make the product a good candidate for a worldwide launch?
- Define the term product and name the three elements that are part of a product.

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Exercise - Describing a graph

Write a paragraph to describe the changes in the following graph

Number of emplyees working at YUTECH IT Services (1991-2003)

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Exercise – Suggested Answer

Check your answers below

This is a suggested answer only. You should refer to the information in this learning object to see if your answer has the same meaning

Number of emplyees working at YUTECH IT Services (1991-2003)
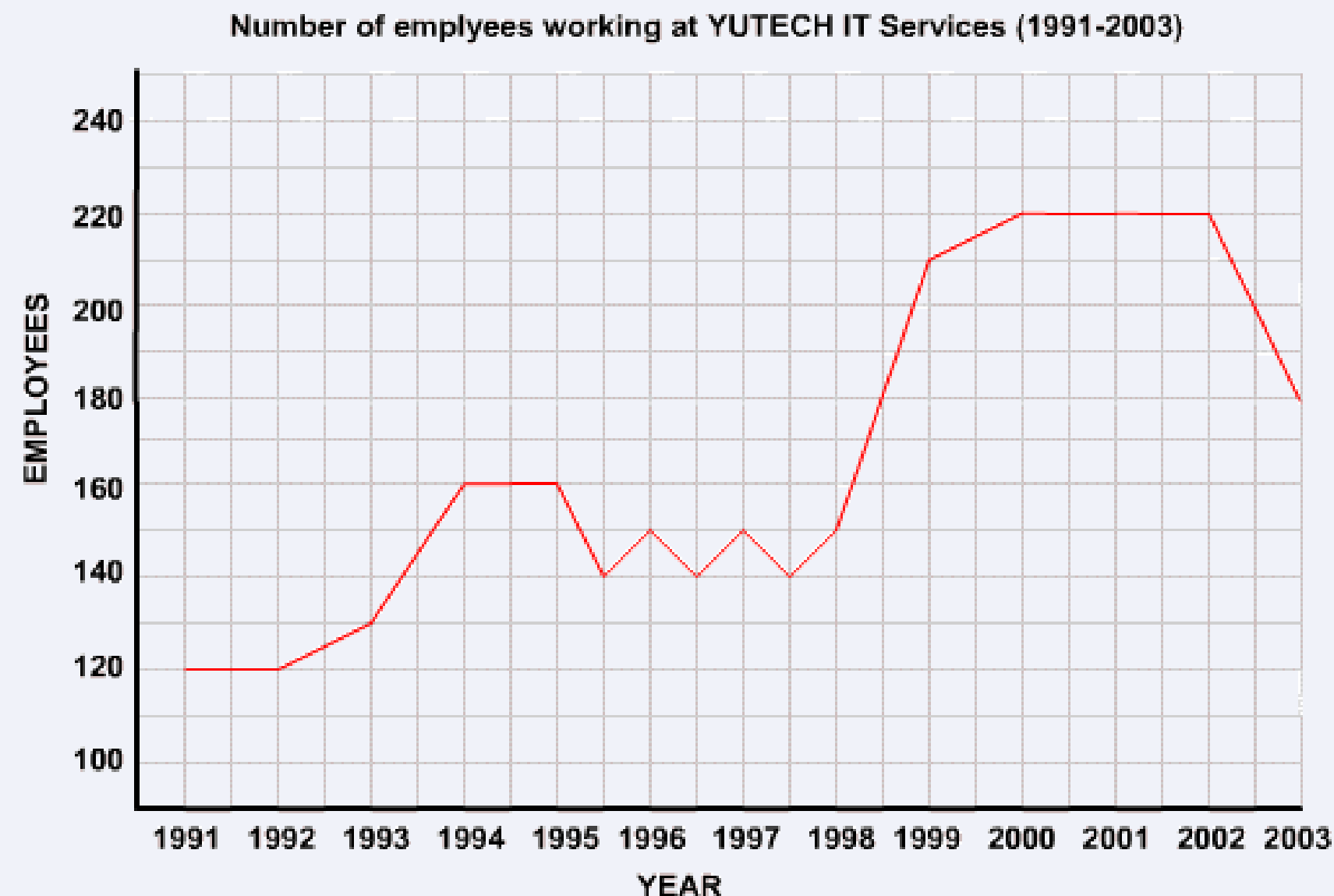
The number of employees working at YUTECH IT Services remained constant at 120, 000 between 1991 and 1992, before it increased noticeably to 160, 000 in 1994. It remained at this level until 1995 and then it fluctuated until 1998. It then rose sharply, and reached a peak of 220, 000 in 2000. It remained unchanged for two years, before there was a marked fall of 40, 000 employees between 2002 and 2003 when the number of employees stood at 180, 000.
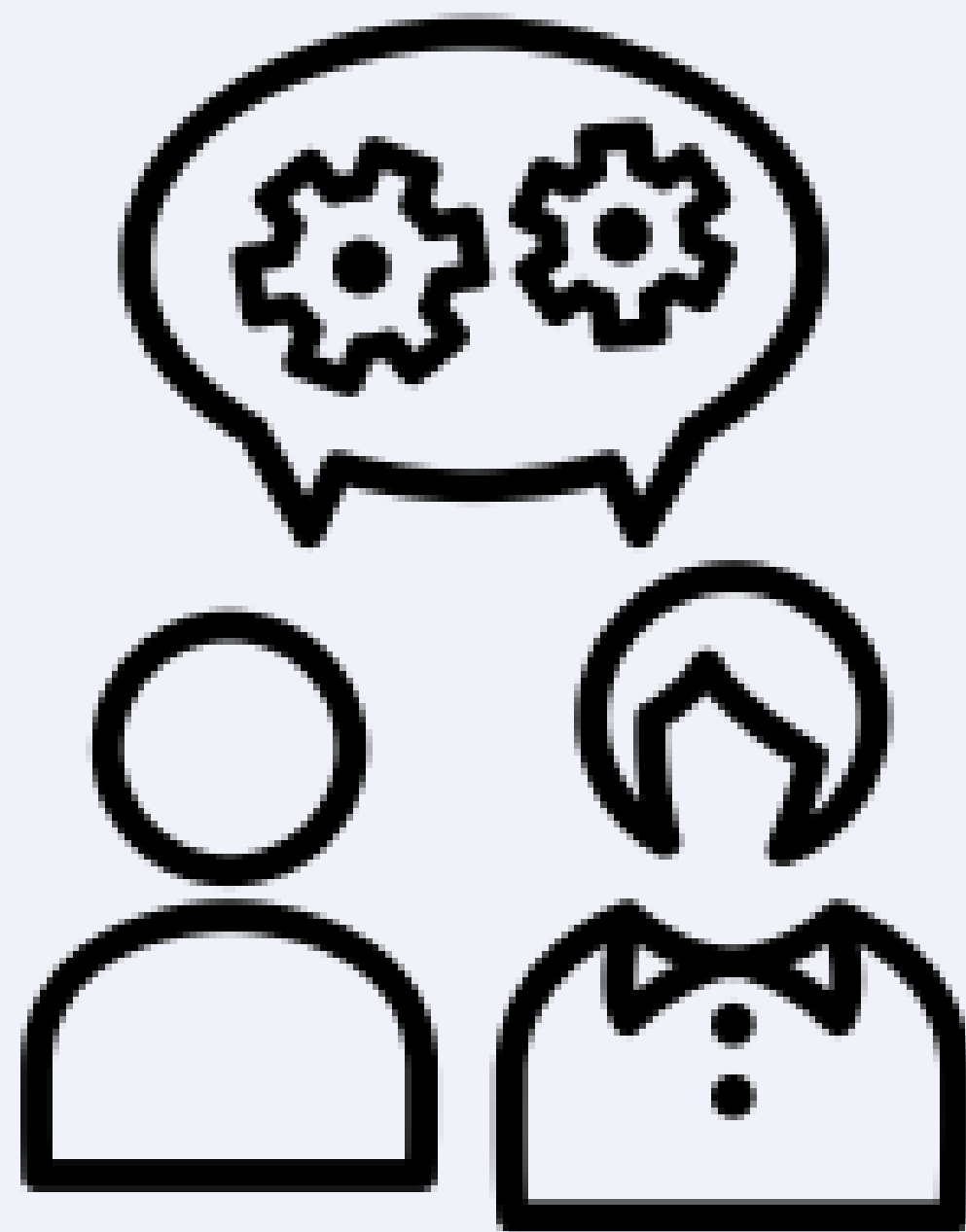
Pronunciation Drill

Pronounce the following words with your teacher. Pay attention to the word stresses.

Words/Phrases	Pronunciation
Graph	ɡraf
Charts	ʧɑrts
Fluctuate	ˈflʌkʧəˌweɪt
Decline	dɪˈklaɪn
License	ˈlaɪsəns

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Learning Reflection

Think of today's lesson and answer the questions.

- What did we learn today? what topic is it?

- Which part that you liked? Why?

- Tell us the new vocabularies you learned today.

- What do you think we're going to learn in the next meeting?

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Thank you.

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