



Task 3.

Analyze the following words used to describe upward and downward trends. Study the examples, use the recording to practice your pronunciation. Then use the structures to discuss the following issues.

- a) your company expansion
- b) your company sales figures
- c) costs of the projects you are involved in
- d) our Polish economy and its growth
- e) the global economy and its development

WORDS USED TO DESCRIBE UPWARD TRENDS

increase

- Our main aim is to **increase sales** by 10% this year.
- **Unemployment** is **on the increase** in many cities.
- There was a **slight increase in inflation** last year.

improve

- The company is hoping to **improve on** last year's **sales figures**.
- **Economic conditions** for foreign investors are also gradually **improving**.
- Total **exports** continued to **improve** and increased by 8% in October. (improve = increase e.g. prices, shares, sales, etc.)

grow

- We aim to **grow the company** by giving customers better value for money.
- The **economy** is expected to **grow** by 3% next year.
- **Sales** have **grown** at a rate of 15% annually since 2015.

expand

- Their **economy** has **expanded** enormously, while ours, by contrast, has declined.
- An idea worth considering is to **expand into new markets** outside Europe.
- Our company decided to **expand the range of services** offered in the outlets.

recover

- It took a long time for the **economy** to **recover from** its deepest **recession**.
- The initial outlay of our investment is considerable and it is taking a while to **recover** those **costs**.
- **Profits** are expected to **recover** in the current financial year.

rocket

- House **prices** in Poland are **rocketing**.
- Fuel **prices** have **rocketed** in recent months.
- **Interest rates** rocketed last year.

skyrocket

- Food **prices** have **skyrocketed** in recent months.
- The **value** of her business **skyrocketed** last year.
- Borrowers are currently facing **skyrocketing payments**.

soar

- › Property **prices** have **soared** in the last two years.
- › We have observed that generally marriage is in decline and divorce **rates** are **soaring**.
- › Figures showed that **customer complaints** had **soared** to record levels.

surge

- › There has been a **surge in house prices** recently.
- › The company has experienced a **surge in sales** in recent months.
- › The company's **profits** have **surged**.

inflate

- › The board of directors misled the public in order to **inflate the value** of the company's **stock**.
- › Hotels **inflate prices** at particular times of the year.
- › People who consider buying a house realize that the **values** of real estate are **inflated**.

mount

- › **Pressure is mounting** on the policy makers to reach a decision.
- › You cannot ignore your **mounting debts**.
- › Her electricity **bills** have **mounted** over six months of not paying them.

accrue

- › **Interest** will **accrue** on the account at a rate of 5%.
- › I owed 2000 euros, part of which was **accrued interest**.
- › The stock market offers investors several ways to **accrue profits**.

rise

- › **Inflation** is **rising** by 2 per cent a month.
- › December has seen a large **rise in the number of** unemployed.
- › Banks say that **interest rates** are on the **rise** again.

upturn

- › There has been a sharp **upturn in the economy** recently.
- › There are still no signs of an **upturn in global economic growth**.
- › Forecasters expect to see an **upturn in consumer spending** by the end of the year.

WORDS USED TO DESCRIBE DOWNWARD TRENDS**decrease**

- › Our **market share** has **decreased** sharply this year.
- › The number of college applications is **on the decrease**.
- › Fewer consumers will be reflected by a **decrease in demand**.

decline

- › The **standard of living** has **declined**.
- › **Support** for the government is steadily **declining**.
- › **Salaries** have **declined** by around 5%.

diminish

- We've seen our house **diminish** substantially in **value** over the last six months.
- If consumers start losing confidence, it will **diminish demand** for household goods.
- Investors can diversify their portfolios in order to **diminish risk**.

dwindle

- Our **local community** has **dwindled** to a tenth of its former size in the last years.
- Water **supplies** are **dwindling**.
- Companies are having recruitment difficulties as they compete for a **dwindling number** of skilled staff.

drop

- We had to **drop** the **price** of our house to sell it.
- There was a dramatic **drop** in **temperature**.
- The recent **drop** in magazine **subscriptions** is causing some concern.

fall

- **Demand** for new cars has **fallen** due to the recession.
- **Salaries** in the public sector are expected to **fall** this year.
- The **pound** has **fallen** to its lowest-ever level against the dollar.

plunge

- The fall in demand caused share **prices** to **plunge**.
- Our **income** has **plunged** dramatically.
- Oil **prices** have **plunged** to a new low.

plummet

- **Profits** **plummeted** from \$25 million to \$12 million.
- House **prices** have **plummeted** considerably.
- First-half **revenues** **plummeted**, compared with the same period a year ago.

slide

- The **dollar** **slid** against other major currencies.
- Car **exports** **slid** by 40% this year.
- The government must take measures to halt the country's **slide into deep crisis**.

cut

- Our company has got to **cut costs**.
- There are going to be considerable **price cuts** in our industry.
- It's possible that there will be further **job cuts**.

reduce

- Our company employs 1000 people, but that **number** will be **reduced** by 120 workers.
- The retailer moved its supply base overseas to **reduce costs**.
- Diversification is a good way of **reducing risk**.

abate

- The government is taking measures to **abate** the **tax** on goods and services.
- Inflation is finally showing **signs of abating**.
- The mayor plans to **abate air pollution** in the city by limiting traffic.

axe

- › There are plans to **axe** 1500 **staff**.
- › Because of the recession, the company is going to **axe** 300 **jobs**.
- › Increased competition has forced several low-cost airlines to **axe flights** on major routes.

slump

- › The **currency slumped** to a record low.
- › Car **sales** have **slumped** dramatically over the past year.
- › The airline **industry** is currently **in a slump**.

dive / take a nosedive

- › The company's **shares dived** on the stock market yesterday.
- › The company's **profits took a dive** last year.
- › There was an alarm in the markets when the **euro took a nosedive**.

tumble

- › Share **prices tumbled** two days ago.
- › Stock and bond **prices tumbled** sharply.
- › Financial **stocks** are expected to take a **tumble** as interest rates rise.

collapse

- › Lots of people lost their jobs when the property **market collapsed**.
- › Construction jobs were lost as the property **market collapsed**.
- › Share **prices collapse** after news of poor trading.

shrink

- › The company's **profits** have **shrunk** from \$5 million to \$1.5 million.
- › The **economy shrunk** by 2% last year.
- › Our **share** of the European market has **shrunk** to 20%.

contract

- › A recession is a period when the **economy** is **contracting**.
- › Agricultural **output** has **contracted** by 2%.
- › The US remained the **largest** buyer of Japanese vehicles in May, despite a 17% **contraction in shipments**.

deepen

- › The **economic crisis** is **deepening**.
- › There are fears that the **recession** in the region could **deepen** considerably.
- › Some experts say raising interest rates to fight inflation might **deepen the economic slowdown**.

deteriorate

- › The **economic situation** in the region has **deteriorated** rapidly.
- › As the company's **financial outlook deteriorated**, several directors resigned.
- › We've seen a **deterioration in relations** between the countries.

downturn

- › The publishing sector has proved largely immune to **economic downturns**.

- ▶ We have seen a sharp **downturn in orders**.
- ▶ There is evidence of a **downturn on** the housing **market**.

Task 4.

Complete the following table by forming the correct nouns out of the verbs provided below.

VERB	NOUN
increase	
improve	
grow	
expand	
recover	
inflate	
decrease	
contract	
deteriorate	
reduce	

Task 5.

While describing trends, as well as using the verbs you have learnt in previous tasks, you can specify the intensity of a change using the appropriate adjectives. Classify the following adjectives into the relevant categories below.

dramatic | enormous | large | sharp | substantial | marked | exponential | massive | steady | significant | vast | progressive | modest | slight | rapid

- very big _____
- sudden _____
- considerable _____
- gradual _____
- moderate _____
- small _____