

Listening

Kenrig is an electrical goods retailer selling a range of household appliances including fridges, radios and mobile phones. Their mobile phone sales have increased rapidly in recent years.

Listen to the CEO briefing a team of researchers and note down two things that he asks them to do.

Right answers:

- To prepare a short presentation on general mobile use in Africa;
- To recommend 3 countries where the company could test run the first outlets by making a priority

Graphic organizers

Match the pictures with the types of visuals:

pie chart

candlestick chart

bar chart

table

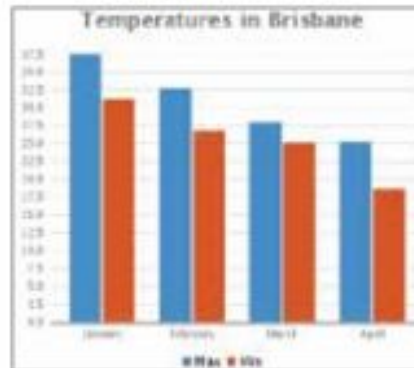
flow chart

line graph

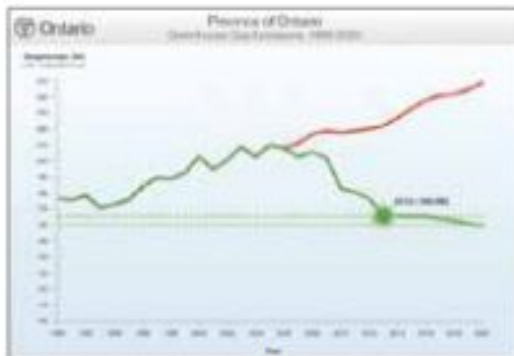
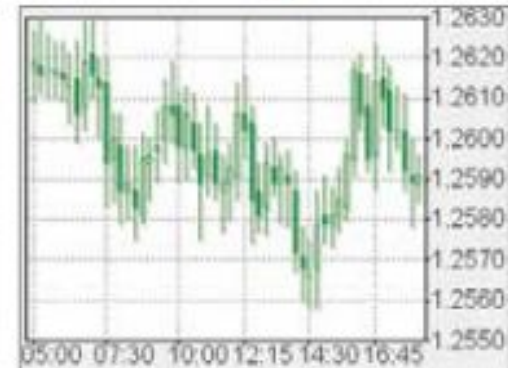
a)

	No.	%
All members	26	41.3
Most members	5	7.9
Primary reviewers	9	14.3
Expert secretary	6	9.5
Replaced by presentation	9	14.3
Only a few	3	4.8
Others	3	4.8
No response	2	3.2
Total	63	100.0

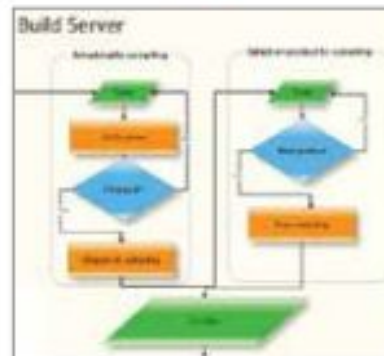
b)



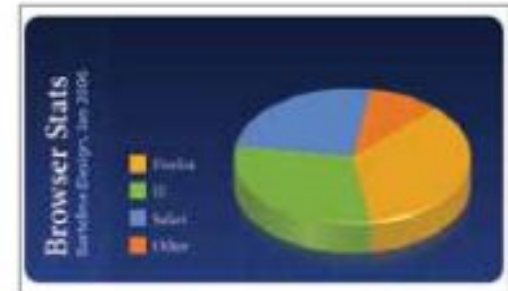
c)



d)



e)



f)

Discuss with the partner:

- ❖ Which visual would you use to show:
 - the growth of sales of different cell phone models?
 - changes in average June temperature over a period of 5 years?
- ❖ What other kinds of aids can be used (e.g., audio files)?
- ❖ Is it possible to have a visual presentation overload?

Presentation overload



Describing trends

Can you explain what these verbs mean?

- To fluctuate
- To boom
- To leave off
- To plummet

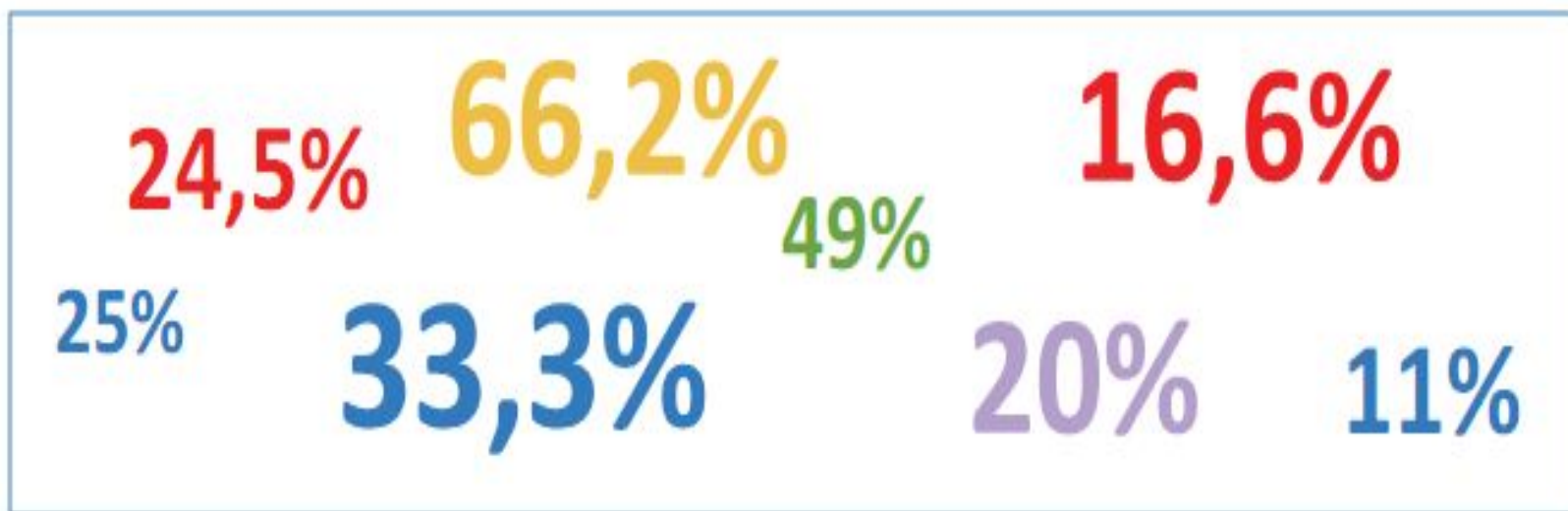
Look at the picture. Complete the description with the words from the box



Figures:

- just under a quarter _____ **66.8%**
- just over two thirds _____ **24%**
- slightly less than a third _____ **75%**
- just over half _____ **51%**
- (exactly) three quarters _____ **80%**
- more than three quarters _____ **48%**
- approximately three quarters _____ **74.5%**
- almost half _____ **32%**

With a partner give fractional equivalents to these percentages:



Complete the text using the words below:

trend

shows

compares

see

look at

clear

This picture _____ the problem we have had in recent months. On the right you can _____ the significant fall in sales caused by the competition. The next picture _____ the current sales figures for each product with four months ago. Now if we _____ the sales dynamics over a four-month period, it's _____ that the fall has been dramatic! The _____ is for more losses over the months unless we take action.