

Topic 7.7 Business Performance – Describing change

We can describe the quality of change by using **ADJECTIVES** or **ADVERBS**.

- **ADJECTIVES** are used to modify a **NOUN**.
For example:
There was a sharp *increase* in sales.
A significant *fall* in expected capital investment in mining and manufacturing is a big hit to job growth in those sectors.
Perth's housing market not only shows no signs of the boom of Sydney and Melbourne, but even has slight price *falls*.

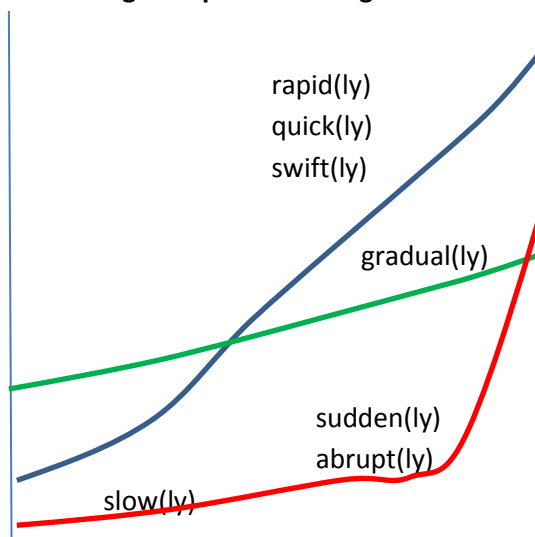
- **ADVERBS** are used to modify a **VERB**. For example:

The number of US drone strikes in Afghanistan *rose* sharply last year compared with 2011.

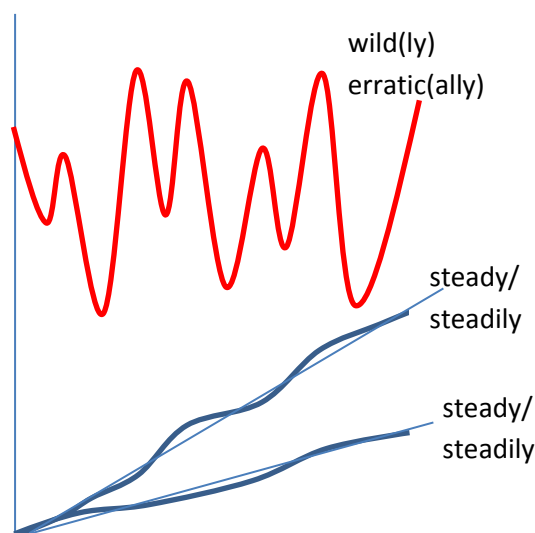
In the past year, Australia's population *grew* more slowly than it has for nearly a decade.

Cocoa prices have more than doubled, energy prices have soared, and coffee *has fluctuated* dramatically.

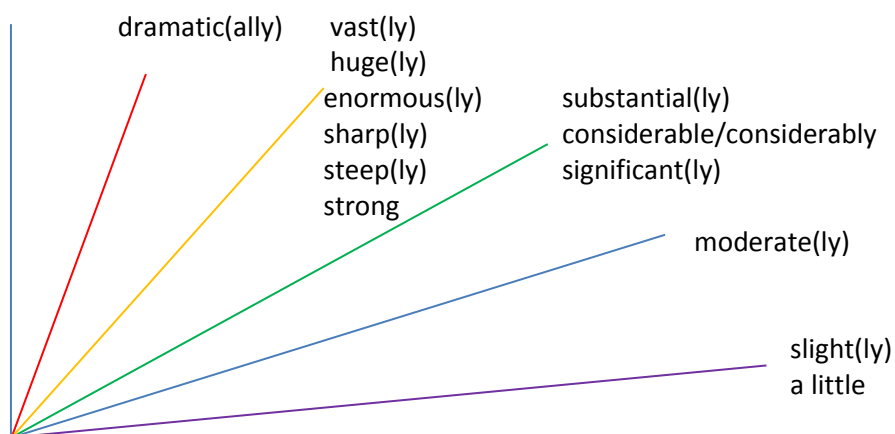
Describing the speed of change



Describing the consistency of the trend



Describing the degree of change



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1. Use the terms in the box to complete the text.

sudden	slowly	sharply	steeply
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Fraudulent applications for current accounts have risen in the past three months, underlining the growing threat of identity theft for banks and their customers. Experian, a credit scoring company which carried out some research, found that identity theft had risenfrom 49 per cent of current account fraud cases in the first quarter of this year to 69 per cent in the second.

Nick Mothershaw, director of identity and fraud at Experian, said: “We’ve seen current accountsbecome the main target for criminals over the past year, but thissurge in fraud is alarming and indicative of a widespread organised attack on financial service providers.”

The Financial Times, 18 August 2015

2. Circle the correct form to complete the texts.

Figure 3.7 shows that, in the past four decades there has been a **steady/steadily** rise in the share of jobs requiring non-routine cognitive analytic (problem-solving) and interactive (communication) skills, especially during the 1980s and 1990s. At the same time the share of jobs requiring routine cognitive and manual skills, after rising during the 1960s, fell **steady/steadily** in the next three decades consistent with the timing of the rise of the computer era.

The 21st Century of Work, Lynn A. Karoly & Constantijn W.A. Panis. Rand, 2004 p. 109

At \$8.70 an hour, Connecticut’s minimum wage was already higher than the federal minimum wage of \$7.25. The state, however, passed a law to **gradual/gradually** increase it to \$10.10 in the next three years. Connecticut was the first state to **gradual/gradually** raise its minimum wage to \$10.10. On Thursday the state’s minimum wage increased to \$9.15.

The Guardian, 1 January 2015

3. Rewrite the sentences, taken from *The Guardian*, using the word given. It must not be changed in any way.

- However, the ONS said the average price in London had fallen slightly: from £504,000 in October to £501,000 the following month.
there
- The price of cocaine has decreased steadily from £200 a gram in the early 1980s to less than £40, making it affordable to students.
steady
- Crime in neighbourhoods that have experienced mass immigration from eastern Europe over the past 10 years has fallen significantly.
significant
- We have fewer libraries, fewer paid staff, and a dramatic rise in volunteers.
dramatically
- World crude oil prices jumped nearly \$2 a barrel to within sight of their record high yesterday as key figures showed an unexpected drop in US oil supplies.
dropped
- Gordon Brown warned today that “wild fluctuations” in oil prices could cause serious damage to the world economy.
fluctuated