

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**.*

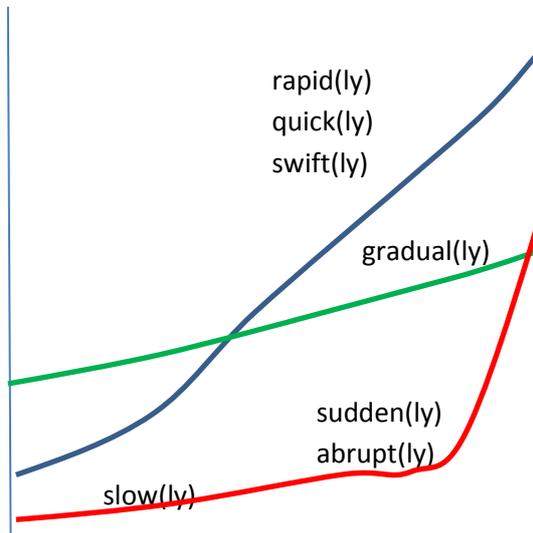
- ADVERBS are used to modify a *VERB*. For example:

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

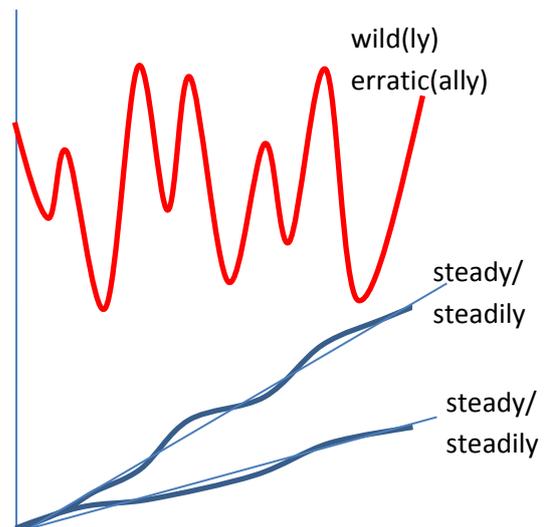
*In the past year, Australia's population **grew more slowly** than it has for nearly a decade.*

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

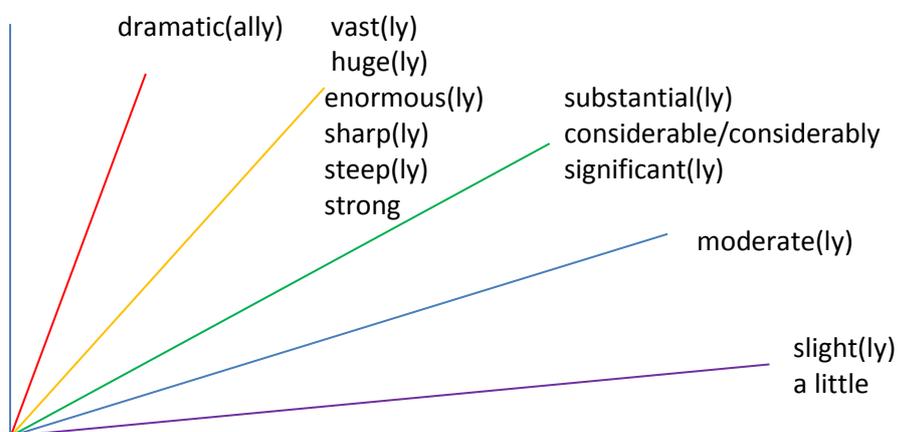
Describing the speed of change



Describing the consistency of the trend



Describing the degree of change



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 each sentence so that the verbal group is reformulated as a nominal group. Follow the model in the example.

The average price in London fell slightly. » *There was a slight fall in the average price in London.*

- Sales have risen steadily over the last few months.
- Crime has fallen significantly over the past 10 years.
- Business investment grew rapidly in the first quarter.
- Interest rates were raised suddenly by 1%.
- Demand for hybrid cars surged abruptly from 2301 in March 2017 to almost 4000 in June 2018.

4. Rewrite each sentence so that the nominal group is reformulated as a clause. Follow the model in the example.

There has been a dramatic improvement in productivity since the new management took over. » *Productivity has improved dramatically since the new management took over.*

- The trade body noted there had been a moderate decline in total new car sales in the previous May.
- The graph shows a steady increase in iPod sales.
- There was a slight dip in carbon emissions following the COP 23 climate summit.
- The government announced that there had been a sudden fall in employment.
- Key figures showed an unexpected drop in US oil supplies.