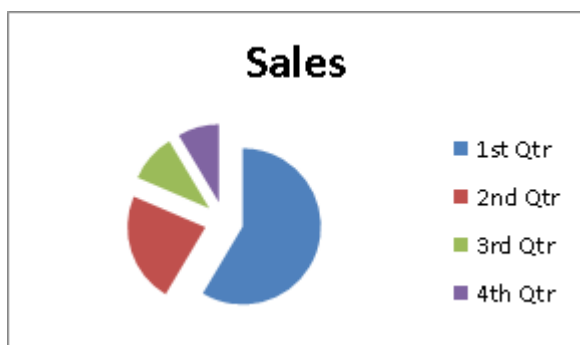




Business Writing – Charts, Blog entries, Articles

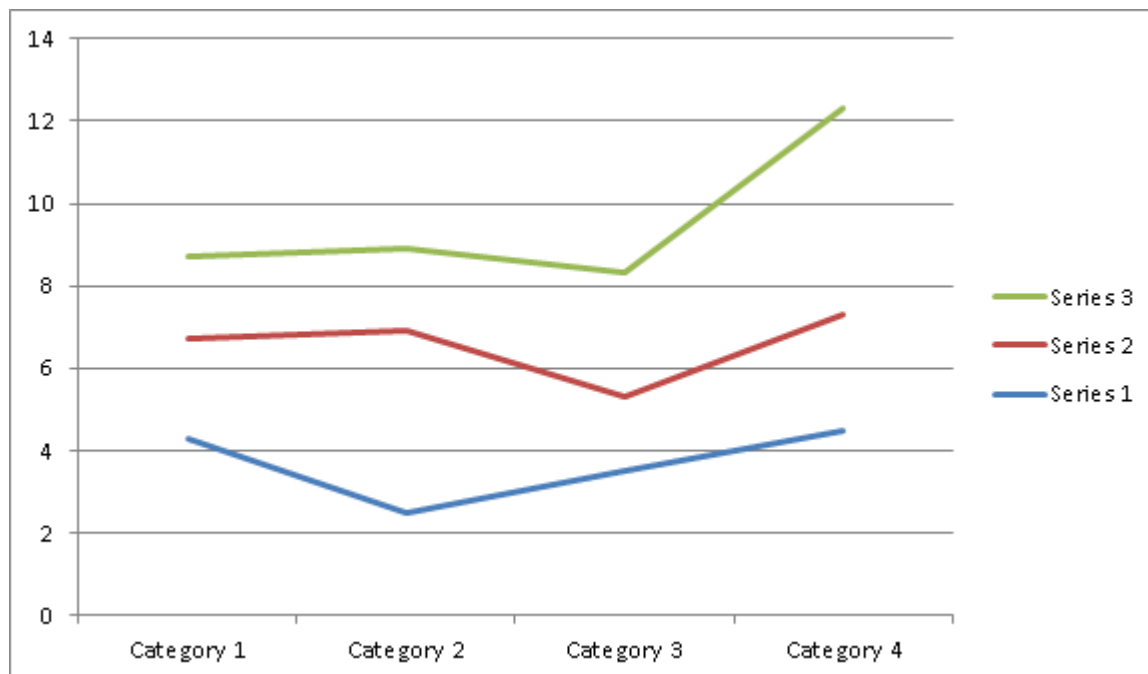
Take a look at the following link with instructions on writing about graphs.

<https://learnenglishteens.britishcouncil.org/skills/writing/advanced-c1-writing/describing-graph-trends-over-time>

Some useful vocabulary in writing about graphs:

- To plummet – fall rapidly – a se prăbuși
- To surge, surge-n, - sudden increase, creștere, explozie – prețuri
- To rise, rise - a se ridica
- To drop, drop- a scădea, scădere
- To level off – become even, stable – a se stabiliza, uniformiza
- To shoot up – a crește vertiginous
- To grow, growth – a crește, creștere
- To soar- go upwards – a se avânta, a crește brusc
- To decline, decline – a scădea
- To plunge- a cădea, a se prăbuși
- **Other words** – dramatically, negligible, notably, modest, sharp, steadily , strikingly, noticeably, percentage, triple, double, half the....., 5 out of 10, at around 60%

Graph 1. The evolution of course results in the three series of courses



Take a look at this graph and answer the following questions using the vocabulary provided above.

- What does the line graph show for Series 1? Are the results favorable? Do they 1. Level off, 2. Soar, 3. Plunge? Choose the correct option.
- Do the results in Series 2 have a favorable evolution? Do they 1. Drop, 2. Level off, 3. Grow?
- Do the results in series 3 1. Decline, 2., plunge, 3. Rise?

You can find further details on writing a summary of a line graph on the following link:

<https://learnenglish.britishcouncil.org/skills/writing/upper-intermediate-b2/a-summary-of-a-line-graph>

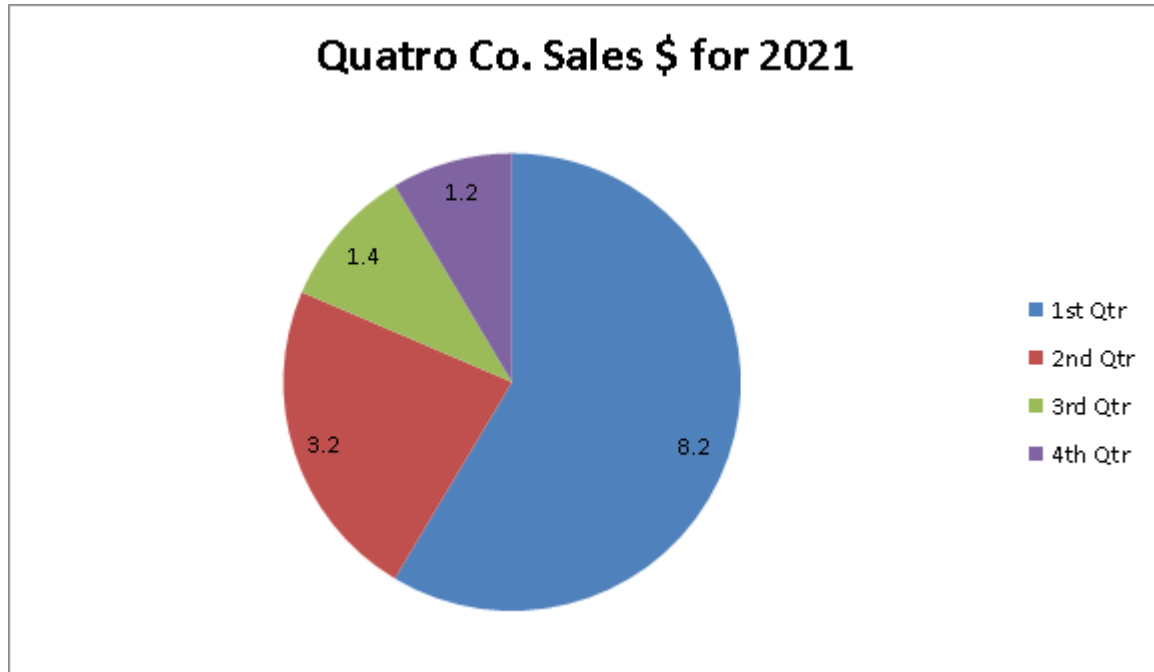
According to TOEFL requirements, writing about graphs requires organization by time order, generalization and specifics, or classification. Take a look at the words used for each category.

Time order : after, once, during, rarely, now, when, always etc.

Generalization: on the whole, in general, as a rule, all, usually, frequently, rarely.

Specifics: for example, for instance....

Classification: type, kind, major, some of, most of, section.



How to write about this graph

- **State what the graph represents, include all the elements you have in the description, to provide an accurate description.**

The sales figures of Quatro Co. for 2021 for the four quarters of the year are presented in the pie chart above. The most profitable one is the first quarter, amounting to \$ 8.2 mil. The second quarter amounts to \$ 3.2 mil, the third quarter to \$ 1.4 mil, and the fourth one to \$ 1.2 mil.

Compare the figures of the 4 quarters, to give some details.

It is interesting to note that the sales figures drastically drop from the first quarter to the fourth, this representing one seventh of the sales in the first quarter. The third and the fourth quarter are similar in the amount of sales, that is 1.4 and 1.2.

Draw some conclusion on the data you have.

With sales figures plummeting and leveling off in the manner indicated by the chart, the company has to reconsider its operations in sales and select the products or services that so not favor its activity.

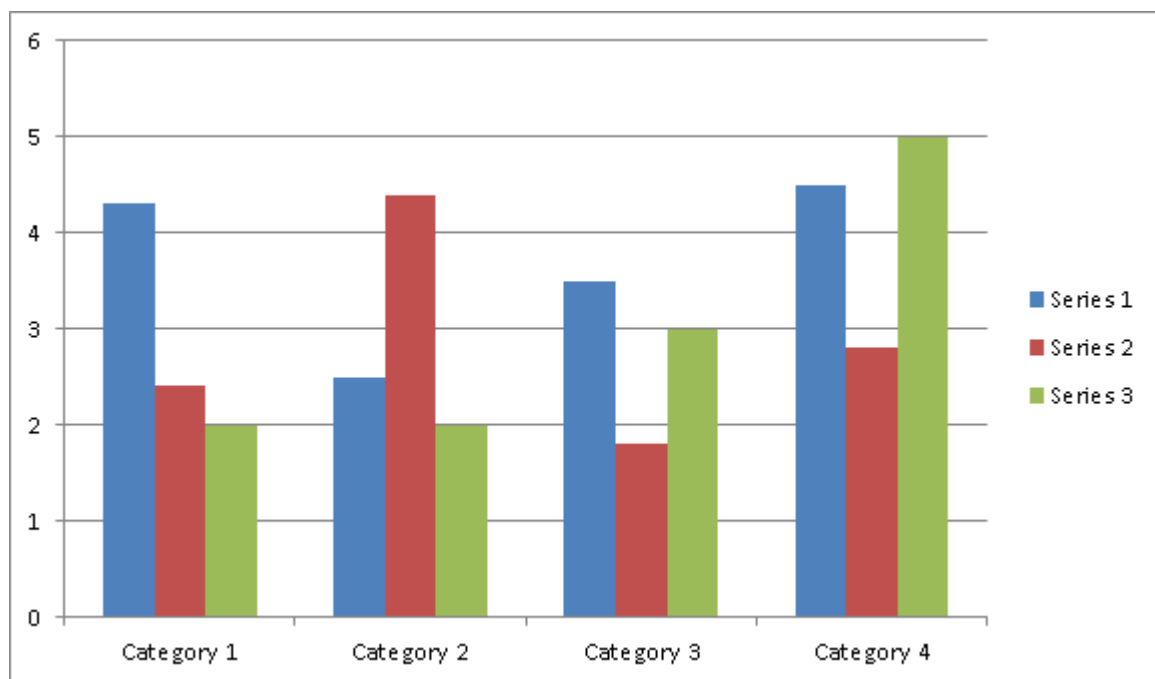
The complete chart description

The sales figures of Quatro Co. for 2021 for the four quarters of the year are presented in the pie chart above. The most profitable one is the first quarter, amounting to \$ 8.2 mil. The second quarter amounts to \$ 3.2 mil, the third quarter to \$ 1.4 mil, and the fourth one to \$ 1.2 mil

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With sales figures plummeting and leveling off in the manner indicated by the chart, the company has to reconsider its operations in sales and select the products or services that so not favor its activity.

Write your own graph description with the data provided below:



DriversOnly Co. is a company selling auto accessories. Take a look at the chart drawn on their income from sales and write a description of it.

Describing tables

You can find details on how to describe a table on the following link:

<https://learnenglish.britishcouncil.org/skills/writing/advanced-c1/describing-a-table>

After consulting the material, write a short description on the following table:

Table 1. The most frequently ordered products of Best for Sports in the period 2019-2021

Year	T-shirts	Sport shoes /pairs	Balls	Ski jackets
2019	3800	2070	1800	3200
2020	2808	3100	560	1101
2021	3200	4560	2950	2450

Let's follow the instructions and write a short paragraph in answer to each of them:

- **What does the table illustrate?**

- This table illustrates the number of certain products ordered by customers in the period 2019-2021, such as t-shirts, sport shoes/pairs, balls, and ski jackets.

-

- **Which are the highest values and what do they represent?**

- The highest number of orders belongs to the year 2021 and shows preferences for the products presented in the table

- **How do figures vary in relation to customer preferences?**

- Certain items present high variations, such as balls, declining from a number of 1800 in 2019 to 560 in 2020, or ski jackets, rising from 1101 in 2020 to 2450 in 2021.

- **Which is the most profitable year for the company and what is the order of the products preferred? Which is the least profitable year?**

- According to the data shown, the most profitable year is 2021, whereas 2020 is the least profitable year. The highest number of products ordered is that of sport shoes in 2021, and the lowest number of products is that of balls, 560 in 2020.

- **What do the data show? Is there a steady order for certain products? Is there a considerable variation in the number of orders? Do orders go on constantly?**
- Overall, the table shows a constant flow of orders, as there is no product without orders, but there are considerable fluctuations in the number of orders every year.

Writing blog entries

Take a look at the writing instructions on the following link:

<https://learnenglishteens.britishcouncil.org/skills/writing/upper-intermediate-b2-writing/blog-x-games>

If your company has a blog, you may be responsible for writing blog entries on the events related to the company's activity. Choose one from the following events and write a blog entry on it.

1. Short career development courses for the employees in the PR department, held in Sinaia, at the beginning of August, 3 days of courses, two days of trips and outings, wonderful scenery, new plans for activity improvement, good time, company-sponsored activities, 7 employees involved, new qualifications, new trends in their activity, impact of course venue.
2. New showroom opens, further distribution of company products, people in the area are happy for the opportunity, the city mayor appreciates the company's initiative, it provides new opportunities for business development, local authorities to support company development, the opening ceremony attended by many enthusiastic shoppers.
3. Stormy weather, heavy rains and hail, damages to the company building, two trees torn out by the wind and thrown across the parking lot, no cars damaged, cleaning operations, special team involved to help in cutting the trees and clearing the parking lot, roof damaged, new expenses for repairs and covering the damages.

Writing articles on company products

Follow the link below and read about instructions on how to write an article.

<https://learnenglishteens.britishcouncil.org/skills/writing/upper-intermediate-b2-writing/magazine-article>

Read further on the following link, where you will also find templates for writing articles:

<https://www.marileetolen.com/pdf/ArticleWritingTemplates.pdf>