

B1

PRESENTATIONS

≈ 27 MIN

## Describing Trends – *practice on paper*

You know the movement language — now practise fresh quarterly examples with direction, pace, and turning points.

Trend description: movement → strength or pace → turning point ; match the verb and adverb to the development .

NAME

DATE

YOUR BUILD

1 · SORTING

2 · FILL-IN

3 · CORRECT

4 · WRITE

### BRICK 1 · SORT BY MOVEMENT · APPROX. 4 MIN



Sort each English phrase into the fitting movement group. Use the answer key to check its precise function.

revenue rose this quarter

bookings grew after launch

costs increased during testing

exports increased in spring

demand grew across the year

margins fell in August

orders declined after June

sales dropped during rollout

growth reached its high point

demand recovered after winter

| UPWARD MOVEMENT | DOWNWARD MOVEMENT & TURNING POINT |
|-----------------|-----------------------------------|
|                 |                                   |
|                 |                                   |
|                 |                                   |
|                 |                                   |
|                 |                                   |

### BRICK 2 · COMPLETE THE MOVEMENT PHRASE · APPROX. 6 MIN



Insert exactly the English word in the cue. Direction, time frame, and development make every answer unambiguous.

- Quarterly revenue rose \_\_\_\_\_ after the launch. (use sharply)
- Online bookings have grown \_\_\_\_\_ since January. (use steadily)
- Support costs increased \_\_\_\_\_ during the pilot. (use significantly)
- April orders dropped \_\_\_\_\_ after the campaign. (use slightly)
- The margin declined \_\_\_\_\_ across the summer. (use gradually)
- Weekly demand levelled \_\_\_\_\_ near 8,000 units. (use off)
- Website traffic reached its \_\_\_\_\_ in June. (use peak)
- After the winter dip, exports recovered \_\_\_\_\_ . (use quickly)

YOUR BUILD

1 · SORTING

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## BRICK 3 · CORRECT THE TREND PHRASE · APPROX. 7 MIN



Each English sentence contains exactly one unsuitable trend phrase. Replace it with the wording in the cue and rewrite the full sentence.

- 01 Last quarter, subscriptions are risen by 8%. (use "rose")  
.....
- 02 Fuel costs are fallen during 2024. (use "fell")  
.....
- 03 In May, delivery prices increased strongly. (use "sharply")  
.....
- 04 Small fall: April orders dropped sharply. (use "slightly")  
.....
- 05 Stable phase: Revenue peaked near €4 million. (use "levelled off")  
.....
- 06 Upturn after a dip: Demand declined quickly. (use "recovered quickly")  
.....

## BRICK 4 · WRITE YOUR TREND UPDATE · APPROX. 8 MIN



Write a short English business update for each prompt. Name the movement, strength or pace, and a turning point when needed.

- 01 Quarterly revenue: describe a strong rise followed by stability.  
.....
- 02 Orders: report a small fall and then a quick recovery.  
.....
- 03 Cost report: describe a gradual decline across several months.  
.....
- 04 Demand: name steady growth and a later peak.  
.....

## MINI-CHECK – CAN I DO THIS YET?

- ☐ I name the direction of the development first.
- ☐ I match the adverb to strength or pace.
- ☐ I distinguish a peak, stability, and recovery.
- ☐ I say "rose" or "has risen," not "are risen."

*Still unsure? Mark the movement verb, adverb, and possible turning point in every sentence.*



# Answer key

Check only when you have finished. Every answer comes with the **why** — the rule matters more than the result.

## BRICK 1 · SORTING

- |                                                                                      |                                                                                      |
|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| 01 revenue rose this quarter<br><i>Upward movement: rose shows a rise.</i>           | 06 margins fell in August<br><i>Downward movement: fell shows a fall.</i>            |
| 02 bookings grew after launch<br><i>Upward movement: grew shows growth.</i>          | 07 orders declined after June<br><i>Downward movement: declined shows a fall.</i>    |
| 03 costs increased during testing<br><i>Upward movement: increased shows a rise.</i> | 08 sales dropped during rollout<br><i>Downward movement: dropped shows a fall.</i>   |
| 04 exports increased in spring<br><i>Upward movement: increased shows a rise.</i>    | 09 growth reached its high point<br><i>Turning point: high point marks the peak.</i> |
| 05 demand grew across the year<br><i>Upward movement: grew shows growth.</i>         | 10 demand recovered after winter<br><i>Turning point: recovered shows recovery.</i>  |

## BRICK 2 · FILL-IN

- |                                                                                                                             |                                                                                                                    |
|-----------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| 01 Quarterly revenue rose <b>sharply</b> after the launch.<br><i>Rise: rose sharply describes strong movement.</i>          | 05 The margin declined <b>gradually</b> across the summer.<br><i>Fall: declined gradually shows slow movement.</i> |
| 02 Online bookings have grown <b>steadily</b> since January.<br><i>Growth: grown steadily shows regular movement.</i>       | 06 Weekly demand levelled <b>off</b> near 8,000 units.<br><i>Stability: levelled off ends the movement.</i>        |
| 03 Support costs increased <b>significantly</b> during the pilot.<br><i>Rise: increased significantly suits the report.</i> | 07 Website traffic reached its <b>peak</b> in June.<br><i>Peak: peak names the highest point.</i>                  |
| 04 April orders dropped <b>slightly</b> after the campaign.<br><i>Fall: dropped slightly shows small movement.</i>          | 08 After the winter dip, exports recovered <b>quickly</b> .<br><i>Recovery: recovered shows the upward turn.</i>   |

## BRICK 3 · CORRECT

- |                                                                                                                    |                                                                                                                     |
|--------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| 01 Last quarter, subscriptions <b>rose</b> by 8%.<br><i>Transfer: rose replaces are risen.</i>                     | 04 Small fall: April orders dropped <b>slightly</b> .<br><i>Strength: slightly matches the small fall.</i>          |
| 02 Fuel costs <b>fell</b> during 2024.<br><i>Transfer: fell replaces are fallen.</i>                               | 05 Stable phase: Revenue <b>levelled off</b> near €4 million.<br><i>Stability: levelled off replaces the peak.</i>  |
| 03 In May, delivery prices increased <b>sharply</b> .<br><i>Word choice: sharply replaces the direct strongly.</i> | 06 Upturn after a dip: Demand <b>recovered quickly</b> .<br><i>Recovery: recovered replaces the continued fall.</i> |

## BRICK 4 · WRITE

Your sentences may differ if direction, pace, and turning point clearly fit together.

- |                                                                                                                              |                                                                                                              |
|------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| 01 "Revenue rose sharply in Q1. It then levelled off near €3 million."<br><i>Sequence: rise and stability are clear.</i>     | 03 "Operating costs declined gradually from March to July."<br><i>Pace: gradually shows slow change.</i>     |
| 02 "Orders dropped slightly in May. They recovered quickly in June."<br><i>Sequence: fall and recovery follow logically.</i> | 04 "Demand grew steadily through spring. It peaked in August."<br><i>Sequence: growth leads to the peak.</i> |

NEXT BRICKS — KEEP BUILDING FREE ONLINE

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#### Describing Charts and Graphs

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