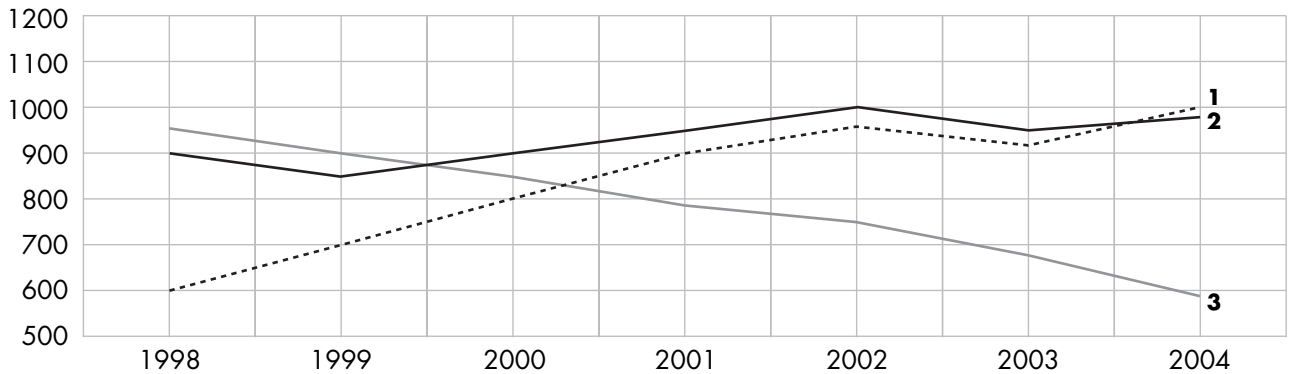


4.1 GRAMMAR FILE

Describing trends

- ① Look at the graph and read the two descriptions. Label the two lines they refer to.

Annual use of the media per person (in hours)



Broadcast TV

Since 1998, the use of broadcast TV has fallen sharply, going down from 950 to under 600 hours in just seven years. This figure levelled off slightly in 2002 with a decline of just 30 hours compared to a sharp fall of 70 hours the following year and reaching an all-time low of under 600 hours per year by 2004. This shows that use of traditional TV is declining rapidly and steadily, probably due to the fact that more people than ever before are now watching cable and satellite TV services.

Cable and satellite TV

During the last seven years, there has been an overall increase in the use of cable and satellite TV in line with the gradual growth in industry. The number of hours spent watching cable or satellite TV grew dramatically from 1998 to 2002 and reached a peak of 950 hours at the beginning of 2002, dropping slightly the rest of the year by 50 hours. However, this figure is now going up again, with a strong rise in 2004, and it is clear that the use of cable and satellite TV is booming.

- ② Complete the description of the third line, as in the examples. Often more than one answer is possible.

Radio

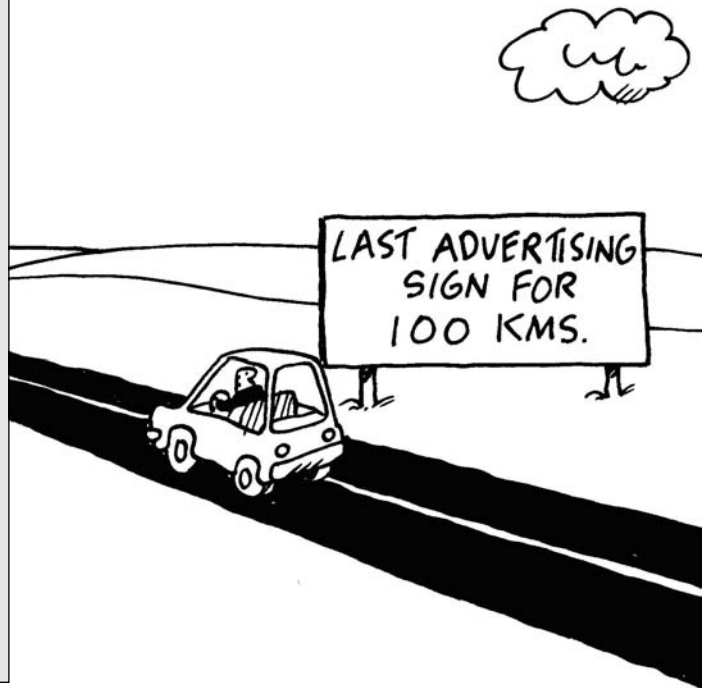
During the last seven years, there has been an overall *increase* in the use of radio, going _____¹ 900 hours per person in 1998 _____² nearly 1,000 hours in 2004. Interest in radio fluctuated, however, and its use fell _____³ 50 hours from 1998 to 1999. In spite of this, during the following three years it *picked up*, reaching a peak in 2002 _____⁴ 1,000 hours per person. The following year it _____⁵ but in 2004 it _____⁶, in line with the _____⁷ in the use of cable and satellite TV. From this graph, it is clear that use of radio is relatively _____⁸.

4.1 GRAMMAR FILE

Describing trends

- 3 Read the text on advertising and the media and match the underlined words with the phrases in the table. If necessary, use a dictionary.

As part of an overall boom, spending on advertising rocketed in the late 1990s and, in 2000, it soared by more than 8% in America, which represents about half the world market. But then the following year it plunged by 8%. Now the industry is feeling positive again and advertising is expected to escalate by nearly 5% this year. But how is the money being spent? Thanks to the Internet, there was a jump in website advertising of nearly 40%. But is traditional TV advertising shrinking? America's big TV networks used to reach 90% of households but then this figure plummeted to as low as 33%. Consequently, TV advertising by some multinationals also slumped.



Source: *The Economist*

increase a lot	decrease a lot	increase quite a lot	decrease quite a lot

- 4 Below is a table with information on advertising spending in the UK by media sector (in £'000s). Choose one type of media and prepare a graph.

	1998	1999	2000	2001	2002	2003
Press	7,693	7,939	8,604	8,401	8,129	8,067
Television	4,116	4,355	4,646	4,097	4,226	4,210
Radio	470	520	595	534	532	560
Cinema	99	124	128	162	176	173
Internet	20	51	155	164	227	362

Source: *The Advertising*

Association

- 5 Present your graph to the other students using the language in exercises 1 to 3. Remember to use as many different phrases in your description as possible.