
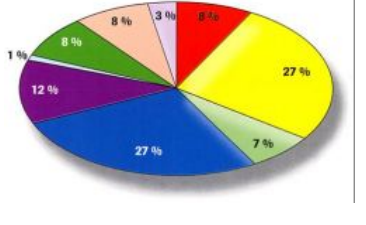
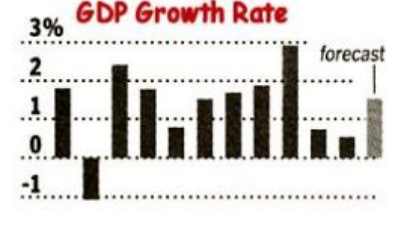
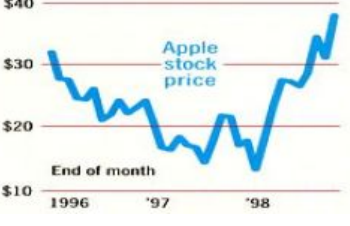
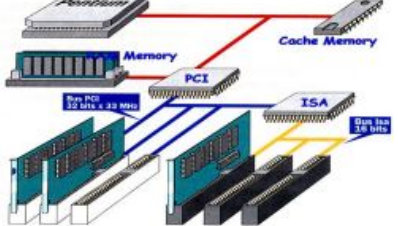


HOW TO TALK ABOUT A VISUAL AID

1. Choosing the right visual aid

<p>A flow chart is a diagram showing the progress of material through the steps (<i>étapes</i>) of a manufacturing process (<i>processus</i>) or the succession of operations in a complex activity</p>	<p>A pie chart displays the size (<i>taille</i>) of each part as a percentage of a whole (<i>un tout</i>).</p>	<p>A (vertical or horizontal) bar chart is used to compare unlike (<i>different</i>) items</p>																																																																																	
																																																																																			
<p>A line chart depicts changes over a period of time, showing data and trends</p>	<p>A table is a convenient way to show large amount of data (<i>données, informations</i>) in a small space</p>	<p>A diagram is a drawing showing arrangements and situations, such as networks (<i>réseaux</i>), distribution, fluctuation ...</p>																																																																																	
	<table border="1" data-bbox="598 1012 991 1236"> <thead> <tr> <th>30 Jan 2003</th> <th>AUST Schilling</th> <th>BELG Fr</th> <th>DAN Kr</th> <th>GER Dm</th> <th>NETH Fl</th> <th>FIN Markka</th> <th>FR Fr</th> <th>GREEC Drach</th> </tr> </thead> <tbody> <tr> <td>AUSTRIA</td> <td>-</td> <td>0.341</td> <td>1.839</td> <td>7.036</td> <td>6.270</td> <td>2.355</td> <td>2.085</td> <td>0.044</td> </tr> <tr> <td>BELGIUM</td> <td>2.929</td> <td>-</td> <td>5.387</td> <td>20.61</td> <td>18.36</td> <td>6.897</td> <td>6.107</td> <td>0.130</td> </tr> <tr> <td>DENMARK</td> <td>0.544</td> <td>0.186</td> <td>-</td> <td>3.825</td> <td>3.409</td> <td>1.280</td> <td>1.134</td> <td>0.024</td> </tr> <tr> <td>GERMANY</td> <td>0.142</td> <td>0.049</td> <td>0.261</td> <td>-</td> <td>0.891</td> <td>0.335</td> <td>0.296</td> <td>0.006</td> </tr> <tr> <td>NETHERLANDS</td> <td>0.159</td> <td>0.054</td> <td>0.293</td> <td>1.122</td> <td>-</td> <td>0.376</td> <td>0.333</td> <td>0.007</td> </tr> <tr> <td>FINLAND</td> <td>0.425</td> <td>0.145</td> <td>0.781</td> <td>2.988</td> <td>2.663</td> <td>-</td> <td>0.885</td> <td>0.019</td> </tr> <tr> <td>FRANCE</td> <td>0.480</td> <td>0.164</td> <td>0.882</td> <td>3.374</td> <td>3.007</td> <td>1.129</td> <td>-</td> <td>0.021</td> </tr> <tr> <td>GREECE</td> <td>22.49</td> <td>7.679</td> <td>41.37</td> <td>158.2</td> <td>141.0</td> <td>52.96</td> <td>46.90</td> <td>-</td> </tr> </tbody> </table>	30 Jan 2003	AUST Schilling	BELG Fr	DAN Kr	GER Dm	NETH Fl	FIN Markka	FR Fr	GREEC Drach	AUSTRIA	-	0.341	1.839	7.036	6.270	2.355	2.085	0.044	BELGIUM	2.929	-	5.387	20.61	18.36	6.897	6.107	0.130	DENMARK	0.544	0.186	-	3.825	3.409	1.280	1.134	0.024	GERMANY	0.142	0.049	0.261	-	0.891	0.335	0.296	0.006	NETHERLANDS	0.159	0.054	0.293	1.122	-	0.376	0.333	0.007	FINLAND	0.425	0.145	0.781	2.988	2.663	-	0.885	0.019	FRANCE	0.480	0.164	0.882	3.374	3.007	1.129	-	0.021	GREECE	22.49	7.679	41.37	158.2	141.0	52.96	46.90	-	
30 Jan 2003	AUST Schilling	BELG Fr	DAN Kr	GER Dm	NETH Fl	FIN Markka	FR Fr	GREEC Drach																																																																											
AUSTRIA	-	0.341	1.839	7.036	6.270	2.355	2.085	0.044																																																																											
BELGIUM	2.929	-	5.387	20.61	18.36	6.897	6.107	0.130																																																																											
DENMARK	0.544	0.186	-	3.825	3.409	1.280	1.134	0.024																																																																											
GERMANY	0.142	0.049	0.261	-	0.891	0.335	0.296	0.006																																																																											
NETHERLANDS	0.159	0.054	0.293	1.122	-	0.376	0.333	0.007																																																																											
FINLAND	0.425	0.145	0.781	2.988	2.663	-	0.885	0.019																																																																											
FRANCE	0.480	0.164	0.882	3.374	3.007	1.129	-	0.021																																																																											
GREECE	22.49	7.679	41.37	158.2	141.0	52.96	46.90	-																																																																											

2. Presenting a graph

Introduction	Topic	Circumstances
This graph shows ...	the results of our products ...	over 10 years.
The diagram outlines ...	rates of economic growth ...	between 1990 and 1996.
This table lists ...	the top ten agencies ...	in the industrial world.
This pie chart represents	the company's turnover ...	for this year in our sector.
This line chart depicts ...	the changes in sales ...	over the past year.
This chart breaks down (<i>ventile</i>) ...	the sales of each salesman ...	during the past ten weeks.

3. The four basic trends (*tendances*) are :

- upward movement : ↗
- downward movement : ↘
- no movement : →
- change in direction : ↗ or ↘

4. Indicating upward movement : ↗

Verbs		Nouns
Transitive	Intransitive	
(to) increase	(to) increase	(an) increase
(to) raise	(to) rise (rose, risen)	(a) raise (US), a rise (UK)
(to) push/put/step up	(to) go/be up	(an) upswing
	(to) grow	(a) growth
(to) extend, (to) expand	(to) extend, (to) expand	(an) extension, expansion
	(to) progress	(a) progression
	(to) boom/soar/climb	(a) boom
	(to) jump, (to) skyrocket	(a) jump
	(to) reach a peak, (to) peak	(a) peak
	(to) reach an all-time high	

5. Indicating downward movement : ↘

Verbs		Nouns
Transitive	Intransitive	
(to) decrease	(to) decrease	(a) decrease
(to) cut, (to) reduce		(a) cut, (a) reduction
	(to) fall (off) (fall, fell, fallen)	(a) fall
	(to) plunge, to plummet	(a) plunge
	(to) drop (off)	(a) drop
	(to) go down	(a) downswing
	(to) decline	(a) decline
	(to) collapse	(a) collapse (dramatic fall)
	(to) slump, (to) go bust	(a) slump
	(to) bottom out	

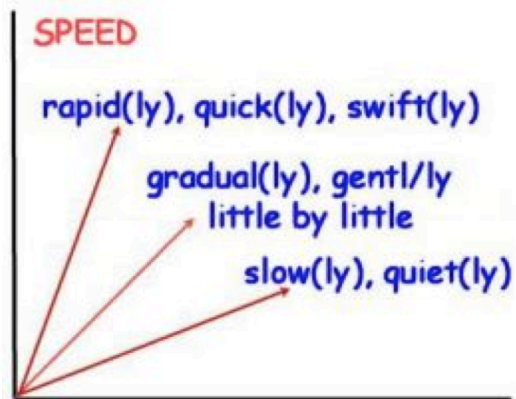
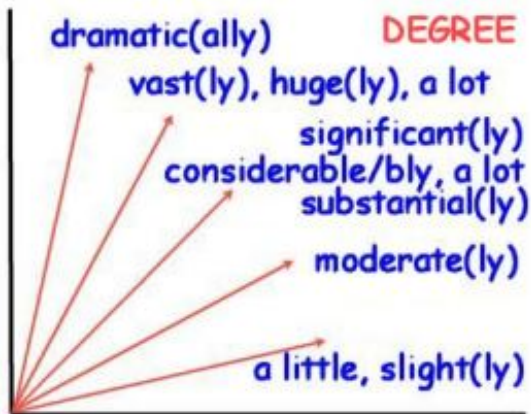
6. Indicating no movement : →

Verbs		Nouns
Transitive	Intransitive	
(to) keep ... stable	(to) remain stable	
(to) hold ... constant	(to) stay constant	
(to) stabilize	(to) stabilize	stability

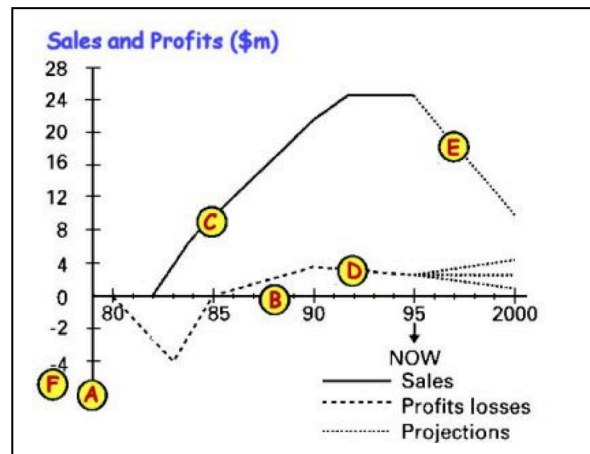
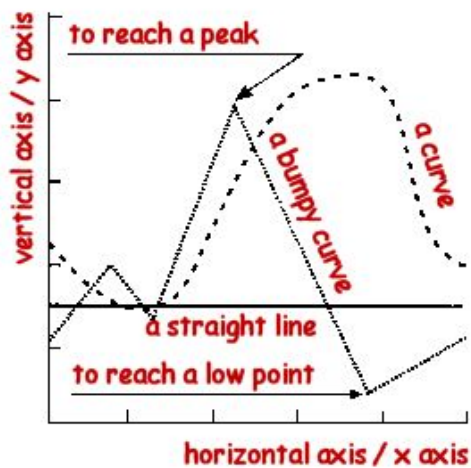
7. Indicating a change of direction : ↗ or ↘

Verbs		Nouns
Transitive	Intransitive	
(to) level off	(to) level off/out, to flatten out	(a) levelling-off
	(to) stop falling/rising	(a) change
(to) stand at	(to) remain steady	
	(to) stop falling and start rising	
	(to) stop rising and start falling	

8. Indicating the degree or the speed of change



9. Describing the elements of a graph



10. Analysing an example

The x axis of this graph shows the twelve months of the past year while our sales in millions of dollars appear on the y axis. It may be seen clearly that sales rose steadily in the first half of the year (from January to May) and reached their peak in June. Then they dropped off in July and levelled out in August. After rising sharply during September, they suffered a **dramatic** (*spectaculaire*) fall in October but then made a **significant** (*sensible*) **recovery** (*redressement*) in November. However, the year ended with a slight downturn.

