### 13 Facts and figures

#### Working with words

1. Each technology took over from another and destroyed or superseded it. For example, the petrol engine quickly replaced what came before it in the 19th century.

2. Statements 1 and 2 are made or implied in the text:
   1. ‘When the steamship was introduced, it was known for blowing up.’
   2. ‘The petrol engine proved to be by far the most important technology of the early 20th century …’

   Statements 3, 4 and 5 are not made or implied:
   3. The production of transistors has grown very fast since 1955.
   4. The transistor was indirectly responsible for television not mass tourism.
   5. Internet speeds have increased substantially.

3. | Number                              | Description                                                                 |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>number of transistors produced in the world - ten to the power of eighteen (i.e. ten followed by 18 zeros)</td>
</tr>
<tr>
<td>2</td>
<td>kilobits per second connection on broadband - twenty-eight point eight</td>
</tr>
<tr>
<td>3</td>
<td>the first year that car ownership began growing by 50% each year - nineteen ten</td>
</tr>
<tr>
<td>4</td>
<td>between 2000 and this year, Internet usage grew by 206.2% - two thousand and seven</td>
</tr>
<tr>
<td>5</td>
<td>the average price of a transistor in 1975 - one tenth</td>
</tr>
<tr>
<td>6</td>
<td>a century - twentieth</td>
</tr>
<tr>
<td>7</td>
<td>growth in Internet usage (see 4) - two hundred and six point two per cent</td>
</tr>
<tr>
<td>8</td>
<td>a century - twenty-first</td>
</tr>
<tr>
<td>9</td>
<td>the size of silicon chips in 1974 - five thousand</td>
</tr>
<tr>
<td>10</td>
<td>people using Internet - three hundred and twenty-two million</td>
</tr>
</tbody>
</table>

4. | Fraction                        | Substantially               | Approximately         |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 fractionally</td>
<td>3 substantially</td>
<td>5 approximately</td>
</tr>
<tr>
<td>2 just over</td>
<td>4 slightly less than</td>
<td>6 somewhere in the region of</td>
</tr>
</tbody>
</table>

6. | Word                | Description                                                                 |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 growing rapidly</td>
<td>accounted for 45% of singles sold last year</td>
</tr>
<tr>
<td>2 have dropped</td>
<td>slightly</td>
</tr>
<tr>
<td>3 haven’t crashed</td>
<td>like they have in the UK</td>
</tr>
<tr>
<td>4 a threat to</td>
<td>big music retailers</td>
</tr>
<tr>
<td>5 an opportunity</td>
<td>for making your own single and getting heard</td>
</tr>
</tbody>
</table>
fast / big fall - crash, a significant drop
slow / small fall - drop slightly
no change - stay the same
slow / small rise - grow gradually
fast / big rise - rise substantially, grow rapidly

fast / big fall - plummets, a substantial drop
slow / small fall - a slight fall
no change - levels off
fast / big rise - shoots up, a significant increase, a noticeable rise, rockets

**Business communication skills**

1 age of the target market
2 growth in advertising spending on blogs and podcasts
3 the proportion spent on blog advertising
4 the projected expenditure on blog advertising in four years
5 the annual growth rate of podcast advertising

1 e 2 i 3 a 4 g 5 c 6 d 7 h 8 j 9 b 10 f

**Answers**

a 1e, 3a, 6d, 7h  
 b 2i, 4g, 5c, 8j  
 c 9b, 10f

**Practically speaking**

1

1 conversation 3  
2 conversation 2  
3 conversation 1

2

introduce news: 4, 8, 10  
repeat news: 1, 3, 5, 7, 9  
respond to news: 2, 6
Language at work

1

Possible answers

1 My manager told me to contact Helen immediately if I had any problems. / My manager said to contact Helen immediately if I had any problems.
2 My manager asked me if it was OK to come back a little later.
3 My manager asked me if I knew when Jan was getting back.
4 My manager asked me if I’d seen Mr Smith.
5 My manager told me he always feels a bit nervous when he gets on a plane. / My manager says he always feels a bit nervous when he gets on a plane.

2

Suggested answers

2 She encouraged me to apply for the promotion.
3 I apologized for not finishing the report yet.
4 I denied responsibility for the mistake.
5 He refused to do her shift on Friday.
6 He offered to reduce the price by €200.
7 She agreed to look at the terms and conditions again.

3

Suggested answers

a John said (that) he hadn’t seen Lisa.
b Peter said (that) he had been delayed at the airport.
c Anna said (that) there had been a bomb scare.
d John asked Peter if he had got the October figures.
e Peter said (that) Europe looked good and (that) overall monthly revenue had risen …
f Peter said (that) the Venezuelan issue was ongoing, (that) supply chain problems were continuing but (that) they were working on it.
g Anna asked Peter if there was any reason why he hadn’t mentioned the US figures.
h Peter said (that) they weren’t available yet because they hadn’t been finished.
i Peter promised to circulate them as soon as they became available.
j Anna wanted to know if there was any news on the fibre-optic order.
k Anna complained that her team was having problems because of the delay - customers were calling all the time …
l Peter guaranteed (that) the order had been sent and (that) it would arrive by the next day or the day after.
Case study

Discussion

1, 2, 3

Possible responses

1. The target market is probably aged between 14-25 and quite fashion conscious.
2. You could argue that the younger market is vulnerable and so it is unethical. However, it is no different from many other types of products.
3. Any website that attracts people who want ringtones. They are likely to visit websites with music and fashion information or places where other younger users can meet online.