

# Describing graphs

Language of change



**Welcome back**

# Structure

## Lingua Franca

The use of English as a Lingua Franca in the media

## Media Vocabulary

Some media words to improve your fluency

## Sensationalism

How to recognise sensationalistic vocabulary

## Verbs of change

Understanding the importance of key words

## Adjectives & Adverbs

Expanding your skills

## Useful idioms

Some expression to improve your vocabulary.

# Lingua Franca





**67%**

Multinationals that use English as the official language

**96**

Countries that list English as an official language

**1,320,000,000**

Number of people that speak English in 2023

1. Historical context: “the empire on which the sun never sets”
2. Usage: worldwide reach
3. Challenges

The background of the slide is a composite image. It shows a hand pointing towards the right, overlaid with a white, glowing circuit board pattern. The background is a soft, out-of-focus image of a person's face. In the bottom right corner, there is a dark blue rectangular box containing the title text.

## Why is English a Lingua Franca



# 1. Historical context

- Colonies, colonies, colonies.
- Organic vs institutional
- The winner takes it all

## 2. Worldwide reach

- International news agencies: BBC, CNN, ...
- Hollywood
- Music industry







## 2. Worldwide reach

- Language of diplomacy and international organisations
- Academic & educational resources
- Business advertising

Do you think English will stay relevant in the future?

# The internet ...



# Challenges and Criticism

Asking for clarifications

1. Cultural homogenization
2. Linguistic discrimination
3. Underrepresentation
4. Economic disparities



**1. Introducing yourself:**

Just so you know, English isn't my first language.  
I hope you don't mind, but I'm still learning English.

**2. Asking for patience:**

I might need some extra time to express myself correctly.  
Please feel free to correct me if I make a mistake.

**3. Asking for clarification:**

Could you please repeat that more slowly?  
I didn't quite catch what you said. Can you explain it again?

A hand is shown in the foreground, with white circuitry lines overlaid on it. The background is a light blue and white gradient with faint icons of a thumbs up, a laptop, and a refresh symbol.

**Key expressions  
for English learners**



## Key expressions

## for English learners

### 4. Requesting help:

If I struggle with a word, could you help me find the right one?  
I'd appreciate it if you could explain any idioms or slang.

### 5. Acknowledging language difficulties:

English can be challenging for me at times.  
I'm still working on improving my English skills.

### 6. Expressing gratitude:

Thank you for being patient with my English.  
I'm grateful for any feedback or corrections you can provide.

# Media vocabulary

News is singular but never  
without the 's'!



# Media



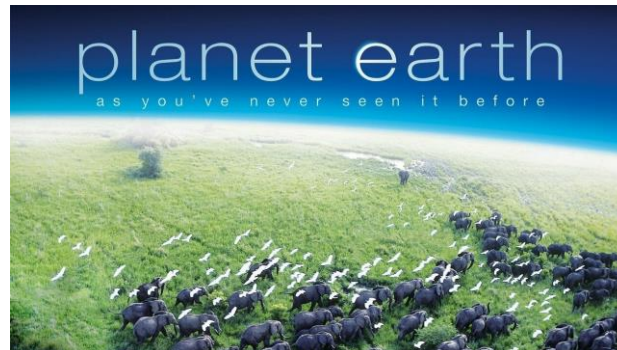
## Soap (opera)

John was unemployed and his days watching **soaps**.



## Documentary

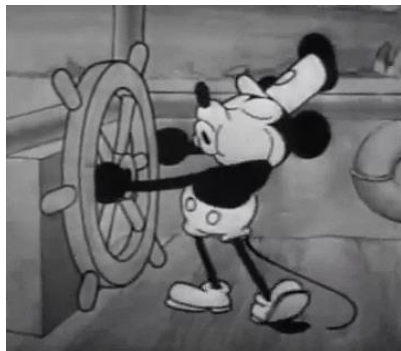
My favourite **documentary** is called Planet Earth



# Media

## Cartoon

Brian likes to watch **cartoons** with his kids.



## Talk shows

My elderly neighbour watches **talk shows** all day long





# Media



## Current affairs

I try to keep up with **current affairs** by watching the news



## Weather forecast

The news is usually followed by the **weather forecast**.



# Media

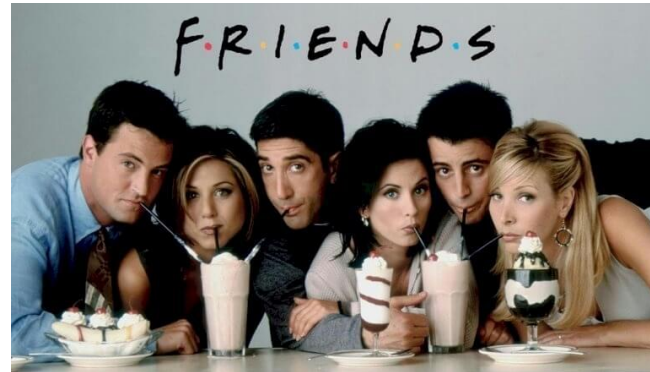
## Series

Breaking Bad is one of my favourite **series**.



## Episode

Usually, I watch one **episode** before going to bed.



# Media



## Commercial

I don't like watching **commercials**, so I prefer to use Netflix.



## Sports programme

**Sports programmes** are very popular in Spain



# Sensationalism

Sensationalistic language is a way that some media, like newspapers, TV news, or websites, use words and phrases that are dramatic, shocking, or exaggerated to make stories seem more exciting or important than they might really be. It's like when someone tells a story with lots of drama and exaggeration to make it more interesting.

---



# Sensationalism



## Examples in English

### 1. Headlines with dramatic words:

1. Sensationalistic: "shocking revelation shakes the nation!"
2. Neutral: "new information affects the country."

### 2. Emotional language:

1. Sensationalistic: "heart-breaking tragedy strikes innocent victims!"
2. Neutral: "unfortunate event affects people."

### 3. Exaggeration:

1. Sensationalistic: "the ultimate solution to all your problems!"
2. Neutral: "a possible solution to some issues."

# Sensationalism

## Examples in English

### 4. Hyperbole (extreme exaggeration):

1. Sensationalistic: "biggest scandal in history!"
2. Neutral: "significant scandal."

### 5. Fear-inducing language:

1. Sensationalistic: "terrifying new threat looms over the city!"
2. Neutral: "new concerns arise in the city."

### 6. Clickbait phrases:

1. Sensationalistic: "you won't believe what happened next!"
2. Neutral: "find out what happened next."



# Positive verbs of change



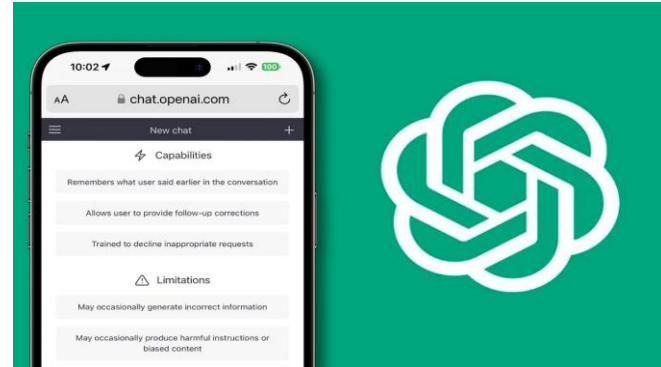
To go up

Last year the price of electricity **went up**.



To grow

The AI intelligence market **has grown** rapidly this year



# Positive verbs of change



## To rise

Inflation is the reason why prices of everything **are rising**.

***Rise** is an intransitive verb. It does not use an object.*

## To raise

The government **raised** the retirement age from 65 to 66 years old.

***Raise** is a transitive verb. It needs an object.*



## Very positive verbs

### Alternatives

- To rocket
- To soar
- To surge
- To take off
- To shoot up

**Be careful when using phrasal verbs!**



# Positive verbs of change



## Translations

PHRASE	SIGNIFICADO
Due to the successful launch of their new product, the company saw their sales <b>soar</b> by 50% in just one quarter.	Gracias al éxito del lanzamiento de su nuevo producto, las ventas de la empresa <b>se dispararon</b> un 50% en sólo un trimestre.
When the cryptocurrency market is bullish, prices can <b>shoot up</b> dramatically in a matter of hours.	Cuando el mercado de criptomonedas está alcista, los precios pueden <b>dispararse</b> drásticamente en cuestión de horas.
After the release of their new album, the band experienced a <b>surge</b> in popularity, with fans lining up for tickets to their concerts.	Tras el lanzamiento de su nuevo álbum, la banda experimentó un <b>aumento</b> de popularidad, con fans haciendo cola para conseguir entradas para sus conciertos.
The stock price of the tech company started to <b>rocket</b> after they announced record-breaking sales.	El precio de las acciones de la empresa tecnológica empezó a <b>dispararse</b> después de que anunciaran un récord de ventas.
The demand for electric cars continues to <b>rise</b> as more people become environmentally conscious.	La demanda de coches eléctricos sigue <b>creciendo</b> a medida que aumenta la conciencia ecológica.

## Negative verbs of change

To cut

To dip

To dive

To drop off

To decline

To plunge

To plummet

To shrink



# Stay in the same position

## Verbs

### To level off

The stock prices had been rising steadily for months, but they began to **level off**, indicating a period of stability in the market.

### To remain stable

Despite economic challenges, the company's financial position **remained stable**.

### To stay flat

The price of gold managed to **stay flat** for most of the year.

### To reach a plateau

After years of rapid growth, the company's profits finally **reached a plateau**, and further expansion became increasingly challenging.

# Negative verbs of change



## Translations

PHRASE	SIGNIFICADO
The company's profits began to <b>decline</b> as the economy slowed down.	Los beneficios de la empresa empezaron a <b>disminuir</b> a medida que la economía se ralentizaba.
After the news of the scandal broke, the politician's popularity <b>plummeted</b> .	Tras conocerse la noticia del escándalo, la popularidad del político <b>cayó en picado</b> .
As the evening approached, the number of visitors to the museum started <b>to drop off</b> , allowing for a quieter atmosphere.	A medida que se acercaba la noche, el número de visitantes al museo empezó a <b>disminuir</b> , lo que permitió crear un ambiente más tranquilo.
The popularity of that particular smartphone model began to <b>dive</b> when consumers found out about its battery issues and limited features.	La popularidad de ese modelo concreto de smartphone empezó a <b>caer en picado</b> cuando los consumidores se enteraron de sus problemas de batería y sus limitadas prestaciones.
The temperature in winter can <b>plunge</b> dramatically, causing icy conditions on the roads.	En invierno, las temperaturas pueden <b>descender</b> drásticamente, provocando hielo en las carreteras.

## Adjectives

1. drastic
2. slight
3. considerable
4. sharp
5. quick
6. significant
7. minimal

## Adverbs

- drastically**
- slightly**
- considerably**
- sharply**
- quickly**
- significantly**
- minimally**

Change

Adjectives & Adverbs



## Change Adjectives & Adverbs

- |                  |                    |
|------------------|--------------------|
| 1. Disappointing | 1. Disappointingly |
| 2. Dramatic      | 2. Dramatically    |
| 3. Gradual       | 3. Gradually       |
| 4. Steady        | 4. Steadily        |
| 5. Marginal      | 5. Marginally      |
| 6. Modest        | 6. Modestly        |
| 7. Huge          | 7. Hugely          |
| 8. Sudden        | 8. Suddenly        |

# Describing change

Useful vocabulary





# Are you buying that?

## *Bull market:*

A period of rising stock prices and optimism in the market.

## *Bear market:*

A period of falling stock prices and pessimism in the market.



**STOCK MARKET**  
BULLS OR BEARS

# Market expressions



## Weather the storm

To endure a difficult situation or a period of trouble.

## Jump ship

To sell your stocks or investments quickly due to declining market conditions

## Put your eggs in 1 basket

To invest all your money or resources in one thing, which is risky if it fails.

## Ride the wave

To profit from a trend or increase in a particular stock or market.

## To make a killing

To earn a substantial profit, especially in the stock market.

## Roller coaster ride:

Describes a situation where prices or values are constantly going up and down.

---

# Thanks!

Does anyone have any questions?