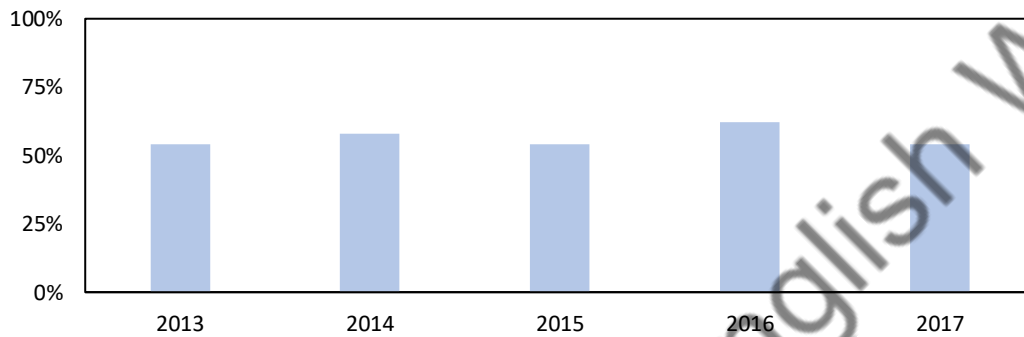


Highlighting important information: “stand out from”

The irregular phrasal verb “stand out from” (forms: stand out, stood out, stood out) is used to bring readers’ attention to the most important information in a text. “Stand out from” is best used near the beginning of a text.

-What stands out from the data is that all types of air pollution became more common from 1960 to 2020.

-Example: What stands out from the bar chart is that profits never fell below 50%.



Profitability of Company X

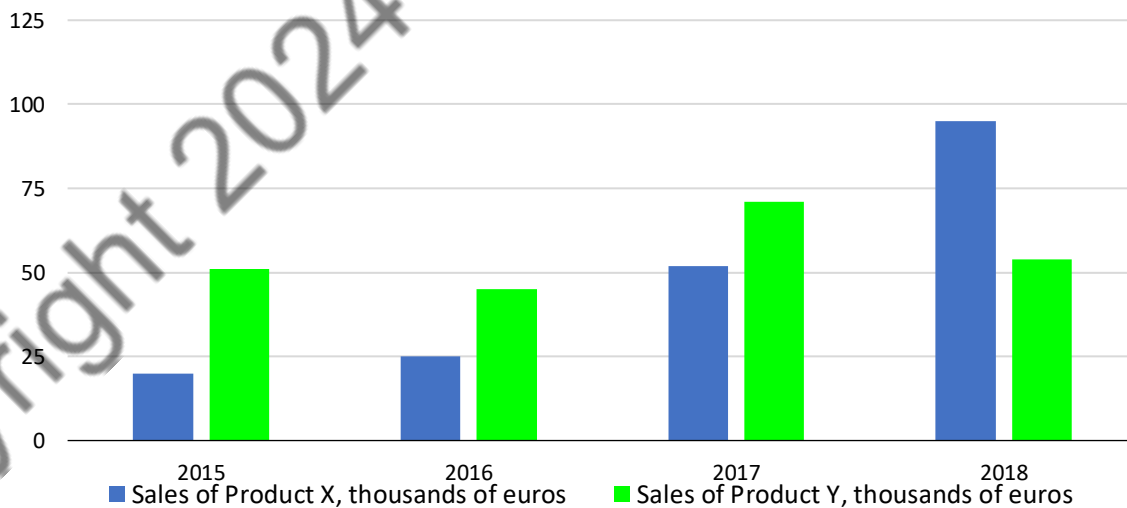
What charts, tables and graphs do: “cover”

We use the regular verb “cover” to say that a bar chart/ pie chart/ line graph/ etc. talked about a certain period of time.

-The line graph covers the half decade from 2010 through 2015.

-The tables cover a window of time from 2014 to 2017.

-Example: The bar chart covers the period from 2015 to 2018.



Reaching: “zenith”, “apogee”

In addition to “peak”, we can use the unusual and interesting nouns “zenith” (zee’-nith) and “apogee” (a’-puh-dzhee) instead of the more standard word “maximum”. We generally use both “zenith” and “apogee” with the verb “reach” and the preposition “of”.

-Profits reached a zenith of nearly 180% in the last quarter of last year.

-Smith Manufacturing’s annual revenue fell considerably from its 2012 zenith of 1.2bn GBP to just above .8bn GBP.

-The percentage of foreign students in Jones University rose to an apogee of 25% before falling slightly in later years.

-Example: The salmon population in Blue Waters Lake reached an apogee of over one thousand fish in the summer.

540	780	1050	670
Winter	Spring	Summer	Autumn

Salmon population in Blue Waters Lake

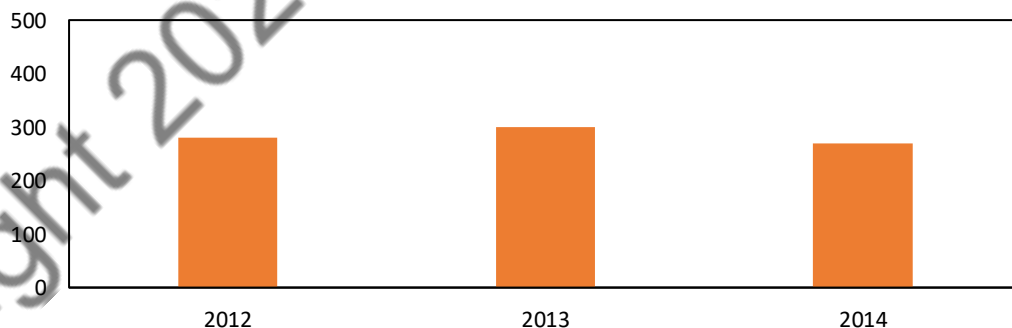
Time- how often: “per annum”

We use the expression “per annum” when talking about an average annual value. “Per annum” does not mean “one time a year”.

-The table shows per annum growth rates for five economies: Canada, the US, Great Britain, Australia and New Zealand. (meaning: the table shows the average annual growth rate for these countries)

-The Big Bakery sold an average of over 7000 sandwiches per annum between 2009 and 2013. (meaning: the average sales in this time period were over 7000 sandwiches per year)

-Example: Truck drivers at Mega Shipping North America drove an average of nearly 300,000km per annum in 2012. (meaning: the average number of kilometers driven per year was 300,000)

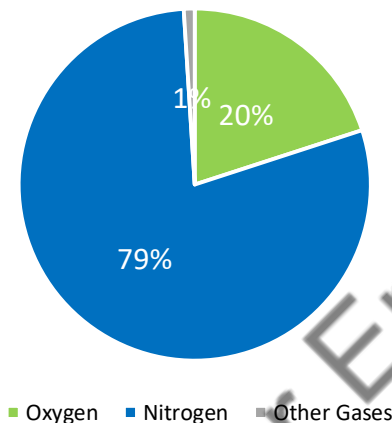


Average Number of Kilometres Driven by Drivers at Mega Shipping North America, 100s of Thousands

Composition: “account for”

The verb “account for” is regular- its forms are “account for”, “accounts for”, “accounted for” and “accounted for”. We can use “account for” to say that something is a certain percent or fraction of something.

- The Amazon river accounts for around 20% of the world’s fresh water.
- Employees’ salaries account for a quarter of the company’s spending.
- Example: Oxygen accounts for just one fifth of the earth’s atmosphere.



Gases in the Earth’s Atmosphere

Key verbs: “witness” with nouns

The regular verb “witness” means “to be present at and see a dramatic or important event”.

- My grandfather witnessed and took part in several important battles in the Second World War.
- The police are looking for people who witnessed the murder which happened just east of downtown last night.

“Witness” and statistics

When something “witnesses a change”, it increases or decreases. We use “witness” particularly when talking about medium or large changes.

- Customer complaints witnessed a large decrease not long after the company’s spending on customer service training increased.
- Example: The number of patent applications by Company X witnessed a major increase in 2010.

19	21	18	37	35
2007	2008	2009	2010	2011

Number of Patent Applications by Company A

Large decreases: “dive”, “nosedive”

“Dive” is an irregular verb. Similar to “leap”, it has two past simple forms, “dived” and “dove”. Its third form is “dived”. The main meaning of “dive” is “to jump down- usually head first and usually into water”. It is always used without an object.

-The woman climbed the thirty-meter tall cliff next to the deep, blue ocean. And then she dove from the cliff into the water. After she dove, she went deep into the water and did not come to the top of the water for several seconds.

-When we were kids, we took swimming lessons during the summer. The hardest part of the lessons was diving from the four-meter high board into the deep end of the pool.

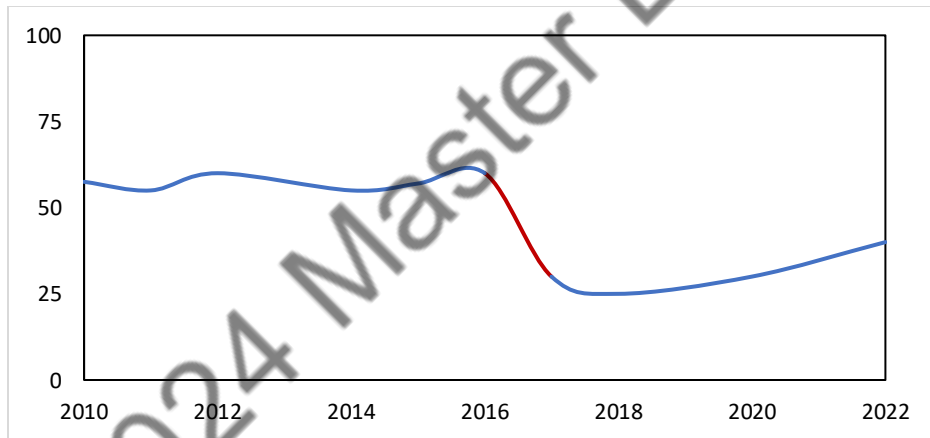
-Last month, I went to an airshow and saw the planes dive and do other tricks.

Statistics

We can use “dive” to talk about numbers. In this meaning, “dive” means “to fall very dramatically”.

-Sales of Samsung devices dived after the news reported that some of their smartphones catch fire.

-Example: The proportion of citizens expressing trust in government dived in 2016-2017.



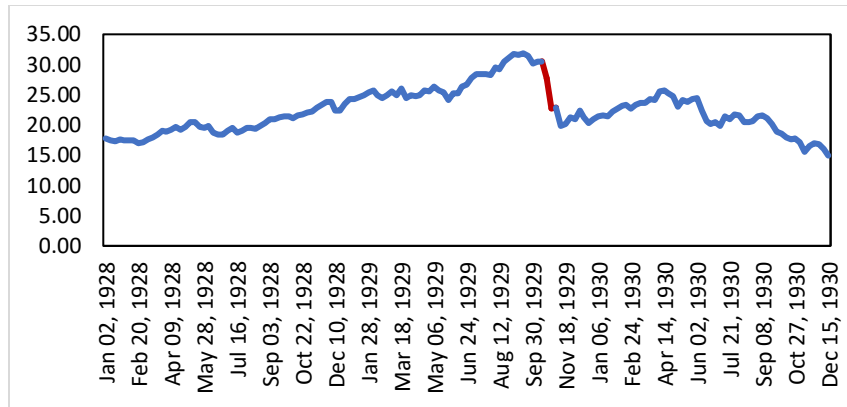
Percent of Citizens Who Trust the Government

To express an even more dramatic decrease, we can use the verb “nosedive”.

“Nosedive” is a regular verb.

-Sales of tickets to baseball games nosedived because of heavy rain.

-In 1929, the stock market nosedived.



US Stock Market Value, 1928-1929

Recovery: “rebound”

The regular verb “rebound” means the same as “bounce back”. We use “rebound” only without an object.

- When he threw the basketball down onto the ground, the ball quickly rebounded back into his hands.
- The tennis ball rebounded off the wall.

“Rebound” and statistics

We can use “rebound” when discussing statistics. In this context, “rebound” means “recover”.

- The stock price rebounded to its previous level after losing 20% of its value over the weekend.
- Sales of eggs took several weeks to rebound after bacteria was found in several egg factories.
- Example: Temperatures rebounded after several days of cold weather.

14	11	-6	-10	-12	5	8	10
Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.

Average Daytime Temperature, Celsius

Instability: “ricochet”

The regular verb “ricochet” (RIH-ko-SHAY) is used to talk about the rapid, unpredictable flight of bullets when they hit hard objects, for example walls or pieces of metal.

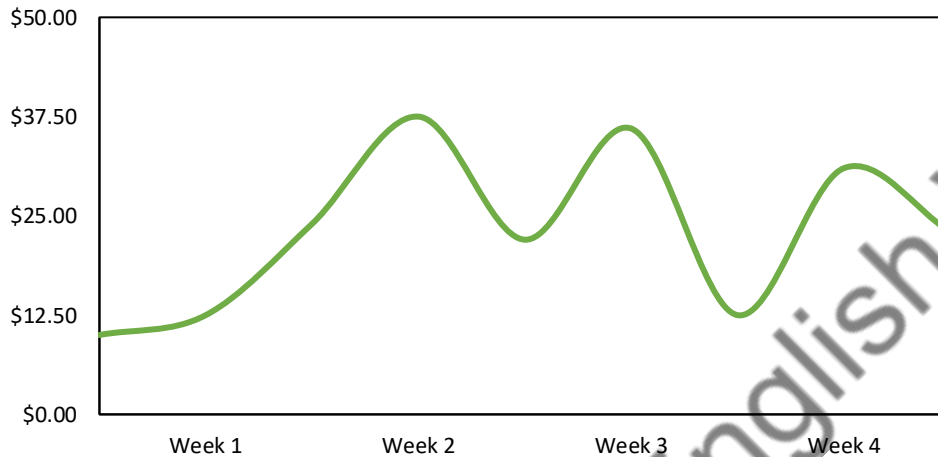
- She shot the gun at the wall. When the bullet hit the wall, the bullet didn’t go through the wall, instead it ricocheted- it hit the wall and then flew in a different direction.
- When the bullets began to ricochet around them, the soldiers understood they were under attack. Some of the soldiers shot back, and some began to run to safe places.

“Ricochet” and statistics

When a value ricochets, it moves up and down in a wild, unpredictable way, a bit similar to the unpredictable flight of a bullet after it hits a very hard object.

-The prices of cryptocurrencies often ricochet- they move rapidly up and down in an unpredictable way.

-Example: Share prices ricocheted between 10 and 30 dollars as bad news drove the price down and investors drove it back up.



Share Prices in July 2019

No noun

“Ricochet” is not used as a noun when talking about statistics.

Verbs for talking about instability

	Size of Change	Speed of Change
Fluctuate	Unspecified	Fast
Seesaw	Medium	Medium-fast
Ricochet	Large	Fast

Position: “eclipse”

Normally, the sun and the moon can be seen in different parts of the sky- the sun and the moon are not together. However, every few years, the sun and the moon can be seen in the same place in the sky- the moon seems to be in front of the sun, or the moon becomes an unusual red color. When either of these situations happens, we have an “eclipse”. There are two types of eclipses- “solar eclipses” and “lunar eclipses”.

-During solar eclipses, the moon goes in front of the sun, and blocks the sun. The sky becomes very dark for several minutes even though it is daytime. During solar eclipses, it is not safe to look at the sun. If you look at the sun during a solar eclipse, you can damage your eyes.

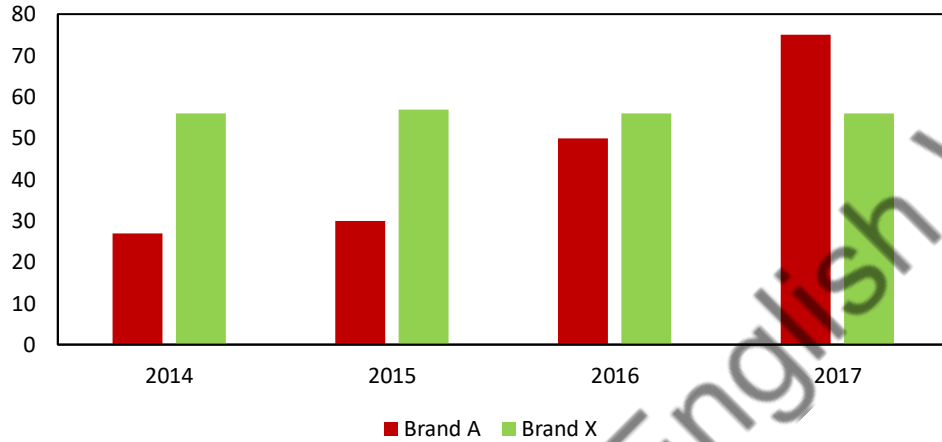
-During lunar eclipses, the moon turns an unusual red color. It is safe to look at the moon during a lunar eclipse.

“Eclipse” and statistics

We can use “eclipse” when talking about numbers. In this case, “eclipse” has a very different meaning- “to become larger or more popular than something else”.

-The economy of China eclipsed in size that of the US in 2015, although the average wealth of each US citizen remains far higher. (meaning: China's economy became larger than the US economy)

-*Example*: After four years of growth, Brand A finally eclipsed Brand X in popularity. (meaning: Brand A became more popular than Brand X)



Overall Sales of Brand Y and Brand X in Canadian Dollars

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