


# Today in class:

- **Unit 8. The Stock market (key vocabulary), page 74, track 26**
  - **Describing changes. Describing graphs**
  - **The Second and the Third conditional**
  - **Yet, still, already**
  - **Writing a brief summary**
- 

## Fill in the gaps with the words given below:

**stock exchange, ordinary, bonds, stocks, issue, shareholder, broker, common, the stock market, securities, dividends, institutional investors, stake, traded**

- A company can raise money on the stock market or stock exchange (a market place for buying and selling shares) in two different ways.
- It can issue shares (US stocks) or units of its capital, to institutional investors or the general public. Different types of shares or equities are available, but the most common are known as ordinary or common shares (US common stock). When an investor buys a share, using the services of a specialist company or broker, he or she becomes a shareholder (US stockholder) and owns a part of (or has a stake in) a company. Shareholders can make money by receiving dividends, paid as a proportion of a company's annual profits, and when the value of their shares increases.
- A company can also borrow money from investors by issuing bonds, loans for fixed periods with fixed interest rates.
- Securities refer to both shares and bonds. Each year billions of shares and bonds are sold or traded on the world's major stock exchanges



Listen to a radio stock market report and complete the table.

Name of the share	Yesterday's closing price	Today's closing price	Change
Avis Europe	246p	253p	+7p
British Energy	688 p	654p	-34
Rolls Royce	245p	247p	+2
Cookson	125.5p	132.5p	+7p
Tesco	178p	179p	+1
British Aerospace	514p	512p	-2
BSkyB	519.5p	510p	-9.5
Alsthom	140p	140p	---



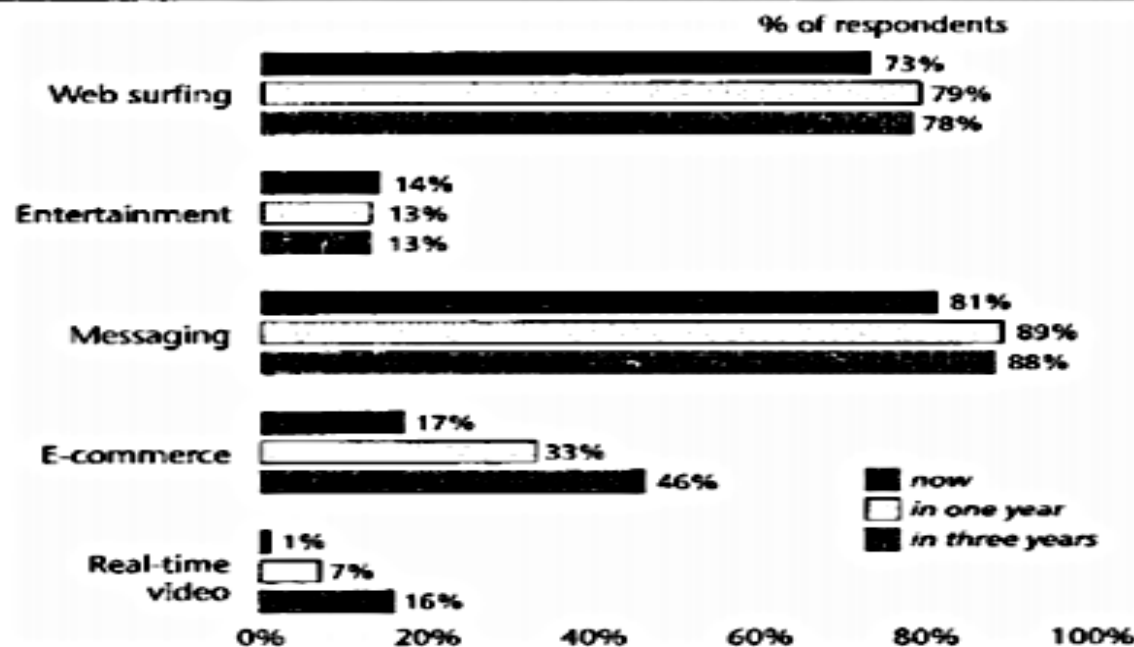
## Describing trends

**6** Study the data in the following table and read the passage. If the underlined information in the passage is correct, put a tick (✓) in the space provided. If it is incorrect, write the correction.

The comparative figures for how European businesses are using the Internet show that, at present, 73% use the net to surf. This figure is expected to <sup>1</sup>fall during the next year before <sup>2</sup>decreasing slightly during the three following years. The number of people using the Net for entertainment purposes will <sup>3</sup>rise by 1% next year and then <sup>4</sup>remain stable after that. However, in terms of e-commerce, it appears that there will be a <sup>5</sup>slight drop next year followed by a period of <sup>6</sup>substantial growth. Real-time video applications will be used <sup>7</sup>much less than they are at present and represent the <sup>8</sup>lowest growth rate for all categories of Internet business use. The number of businesses using messaging services will <sup>9</sup>increase by 8% next year and then <sup>10</sup>rise slightly during the following years.

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_
- 6 \_\_\_\_\_
- 7 \_\_\_\_\_
- 8 \_\_\_\_\_
- 9 \_\_\_\_\_
- 10 \_\_\_\_\_

### How European Businesses Are Using the Internet



# Describing trends. Solutions

6 1 rise/increase/go up/grow 2 ✓

3 fall/drop/decrease 4 ✓

5 significant rise/substantial increase

6 ✓ 7 much more 8 highest growth

9 ✓ 10 fall/decrease/drop



# The Second and the Third conditional

## Drugi kondicional



## Treći kondicional



# The third conditional

1. He crashed his car, because he fell asleep while driving.
  - If he hadn't fallen asleep while driving, he wouldn't have crashed his car.
2. I lost my job because I was late for work.
  - I wouldn't have lost my job if I hadn't been late for work.
3. The wind was so strong that the bridge collapsed.
  - If the wind hadn't been so strong, the bridge wouldn't have collapsed.

o Complete the sentences (CONDITIONALS 1, 2, 3).

1. If your conditions are competitive, we (place) an order.
2. If I had more time, I (do) a course in business English.
3. If we had known more about their culture, negotiating (be) easier.
4. If you (customize) your CV, your chances of getting a job will be better.
5. We (cancel) our order if you don't deliver the goods by Friday.
6. If Brittany (speak) better English, she would apply for a job abroad.
7. If you (tell) me about the problem, I would have helped you.
8. I (let) you know if I weren't satisfied.
9. If you execute the order carelessly, they (place / not) another order with you in the future.
10. **If I were you**, I (worry / not) about the presentation.



## Yet, still, already

Look at these sentences.

- 1 Mr English is **still** hooked a year and a half after he began.
- 2 Have you bought shares in your company **yet**?
- 3 I've **already** checked the FTSE 100 prices.
- 4 He **still** hasn't subscribed to the internet dealing service.
- 5 I haven't made any profit on my shares **yet**.
- 6 European investors can **already** use US on-line brokers.

Complete the rules using *still*, *already*, *yet*.

- a We use \_\_\_\_\_ to emphasise that a situation continues at the time of speaking.
- b We use \_\_\_\_\_ to emphasise that a situation started, or something was done, before the time of speaking.
- c We use \_\_\_\_\_ (at the end of the sentence) to emphasise that something hasn't happened after some time.
- d We use \_\_\_\_\_ when asking questions about whether something has happened or not.

## Practice

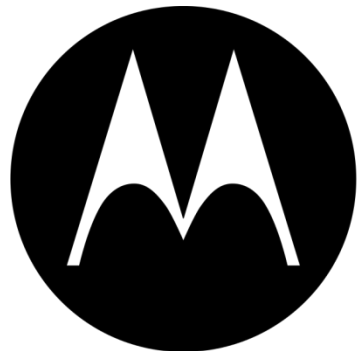
Correct the mistakes in these sentences.

- 1 Have you made any money ~~already~~? yet
- 2 I am yet thinking about investing on the stock market but can't make up my mind.
- 3 I have contacted a broker still and he has given some very good advice.
- 4 He already hasn't bought anything on the European exchanges.
- 5 I'm very pleased with my shares; they've gone up yet.
- 6 Now that you've lost so much money, do you yet think it's a good idea to invest on the stock exchange?

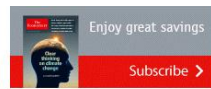
## Writing – a brief summary

- *Look through the financial pages of a newspaper and choose two short articles about events that have caused companies' share prices to change. **Write a brief summary describing what happened to each company and showing how its shares were affected.** Use the example below to help you.*

Motorola is currently experiencing financial difficulties. Sales fell considerably and consequently profits are up. The company has decided to cut costs by increasing the number of employees. Share prices have suffered as a result of this situation. They rose in value from \$55 to \$52 in one day.



**motorola**  
a **Lenovo** company



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Making cars

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*An \$18 billion fine is not the carmaker's only worry*



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Apple's share price

## iRational?

Comment (103)

Timekeeper reading list

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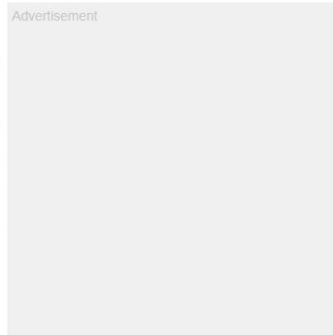
Print

Apple is an iconic brand. Now it is a totemic investment, too

Mar 24th 2012 | LONDON AND SAN FRANCISCO

Timekeeper

Tweet



A sunset scene with a silhouette of a tree and a person on a hill. The sun is low on the horizon, casting a warm orange glow. The text is overlaid in white, serif font.

Thank  
You for your  
attention!  
See you next  
week!