

## Discussing Trends and Stocks

 1. Read the story and put the underlined vocabulary in the categories below.

Brett is a stockbroker who works at Greystone, a company which invests their customers' money in a variety of stocks. If the stock prices increase, the customers are happy, but if they decrease, the customers start asking why they are paying such high fees to Greystone. Greystone mostly invests in large construction companies. Construction stocks are normally very stable, but profits have crashed recently, mostly due to a sharp rise in construction costs. As a result, Greystone has decided to invest in more stocks outside of the construction industry. Brett's Boss Darcy knows that many technology stocks have risen a lot recently, and has asked Brett to research 3 up and coming technology stocks for Greystone to invest in.



The first company Brett recommends is a company which makes 3D printers called Box Builder. The company's stock price has fluctuated a lot due to investors being unsure about 3D printing technology, but the CEO said the company's sales could grow by as much as 50% next year.

The next company Brett recommends is a company called Nikola Trucks. They make trucks that don't run on petrol or electricity, but on hydrogen. This is a very new and exciting technology, and even though Nikola hasn't actually started selling their trucks yet, the stock price has shot up since Nikola released a promotional video showing how the hydrogen trucks work.

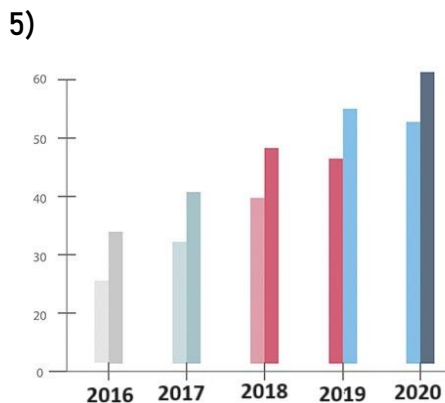
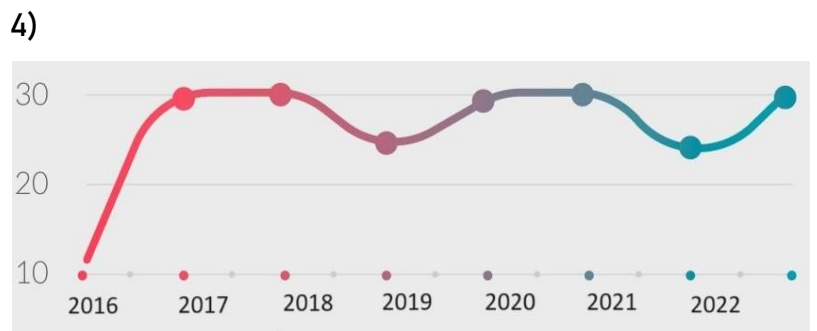
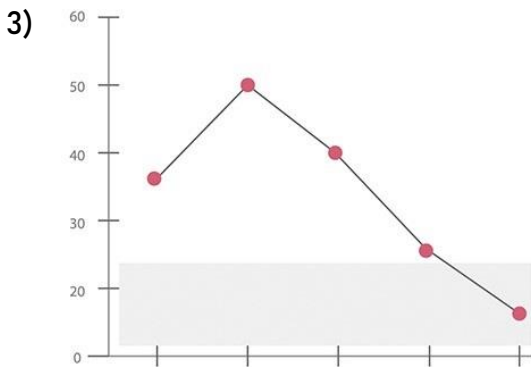
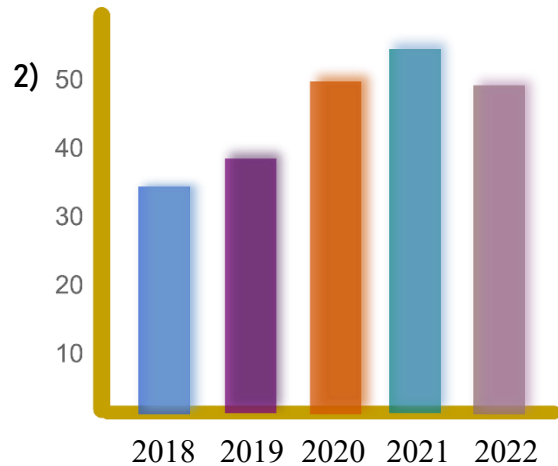
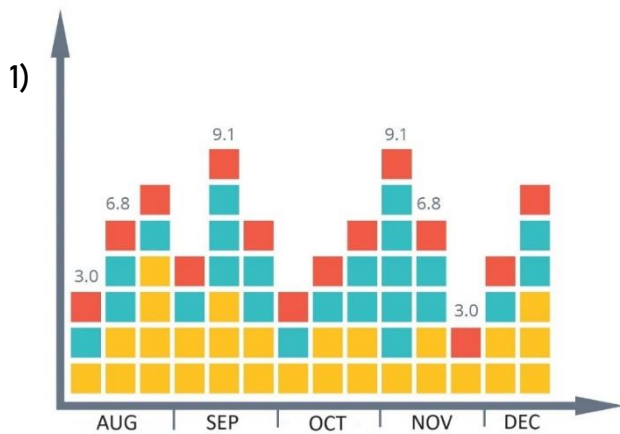
The final company Brett recommends is called Future Fridge. The stock price of Future Fridge was stable last year, but Brett has researched the company and feels that they are going to grow a lot in the coming years, mostly due to their production costs dropping.

- Go up (x3).....
- Go up quickly (x2).....
- Go down (x2).....
- Go down quickly (x1) .....
- Go up and down quickly (x1) .....
- Something that stays the same (x1) .....



**2. Match the sentences to the charts below.**

- a) "The cost of oil rose for 3 years in a row, but then fell in 2022."
- b) "As you can see, the revenue and profit have risen steadily since 2016."
- c) "The amount of serious traffic jams fluctuates between approximately 3 and 10 each week. Our worst weeks were in September and November."
- d) "Complaints dropped slightly in August, but after that have continued rising."
- e) "The number of accidents peaked in August, but has steadily decreased since then."
- f) "The stock price increased sharply in the beginning, but has stayed more or less stable since then."



Adverbs for more information

Adverbs are often used to give more information to verbs.

Eg. "The price is slowly increasing."

"Slowly" gives us more information about *how* the price is increasing. These adverbs can be very useful when describing trends.



3. Use the adverbs in the box to complete the sentences below (more than one correct answer is possible).

slightly      steadily      dramatically      sharply      gradually      suddenly

- a) In 2008 the market ..... crashed, very few people saw it coming.
- b) The amount of overtime our employees are working has risen ..... recently because of this huge new project. Everybody is working late every day.
- c) Our revenue has ..... decreased this month, but it's nothing to worry about.
- d) The number of products factories can produce has ..... increased due to improvements in technology.
- e) The company was discovered to be a fraud, so the stock price dropped .....
- f) Online spending went up ..... around 2010 because of companies like Amazon and eBay.
- g) We have ..... reduced our prices from \$3.58 a litre to \$3.55 a litre.
- h) The amount of people who own a TV has ..... decreased over the last 10 years.

Present Perfect vs Past Simple

Two of the most important past tenses are present perfect and past simple. Past simple is used to discuss things that are in the past and finished.

Eg. "In 2008 the amount of active Facebook users rose by 15 percent. They didn't have a lot of competition from other social media sites."

Present perfect is used to talk about something that started in the past, but still continues to the present moment.

Eg. "This year the amount of active Facebook users has risen by 3 percent. They haven't had a good year so far."



4. Read through the sentences in exercise 3 again and decide which are past simple and which are present perfect.

5. Brett is going to present his recommendations for which stocks to buy to his boss, Darcy. Listen to the conversation and answer the questions.

a) Why is Brett nervous about being the only person working on this project?

b) Why does Darcy think Brett doesn't have to worry?

c) What type of 3D printers does Box Builder make?

d) How much has Box Builder's stock price increased by so far this year?

e) Why did Nikola's stock price rise, and by how much?

f) What type of fridges does Future Fridge make?

g) Why does Brett think Future Fridge will become profitable in the future?

h) What do you think of these investments? Do any of them sound like particularly good or bad investments to you?



6. Pairwork: ask and answer the questions below with a partner. Try to use some of the new vocabulary and structures you have learned so far.

a) Do think this year has been a good year for your country's economy? Why or why not?

b) Do you think working from home increases or decreases people's productivity?

c) Do you think traffic has increased or decreased in your city in the last 5 years? What do you think your government could do to reduce traffic?

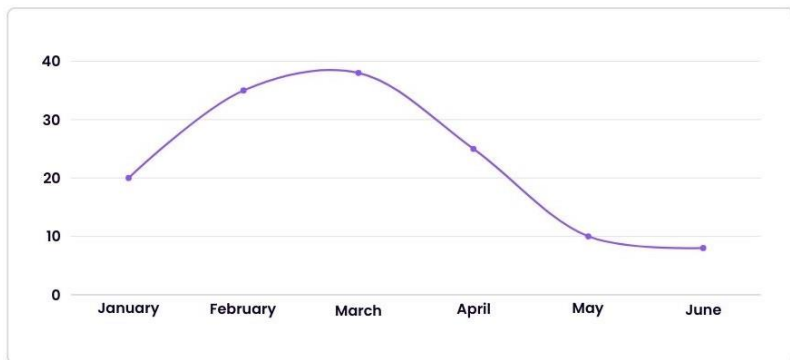
d) How has your hometown changed since you were a kid? What are some things that have become more or less common?

e) Do you think junk food has become more or less popular since you were a kid?

f) Do you think stock prices of big companies like Amazon and Apple will rise in the future?

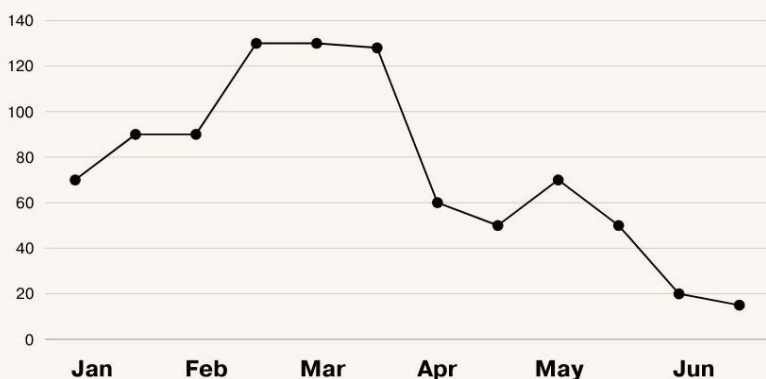
7. Greystone invested in Brett's choices, and unfortunately over the past six months all three stocks have fallen. Read the charts and Brett's notes to see what happened.

### Box Builder



- Feb- Fantastic news! BB up by 70%!
- April- Not good. Factories aren't buying the 3d printers... why not??

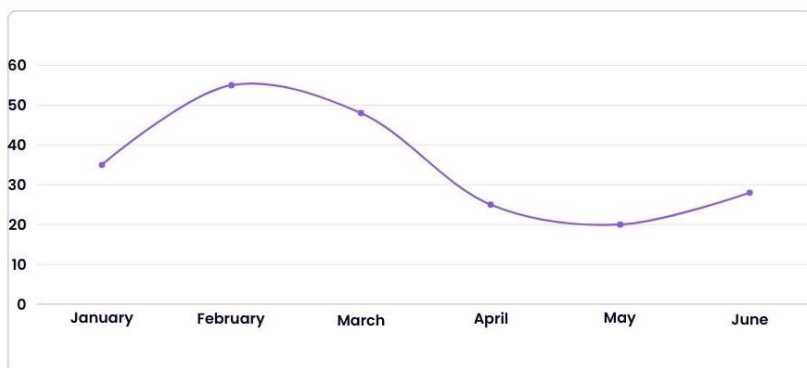
### Nikola Trucks



Loss - 79%

- Feb - Excellent growth!
- March- Rumours in the market that Nikola trucks don't work...
- May- The promotional video was a fake! The truck in it actually ran on petrol! Is Nikola a fraud??

### FUTURE FRIDGE



- Jan- Fridges came out at new price, more affordable, sales are soaring!
- March - Apparently the new fridges are terrible quality, and so is the new software.... What else could go wrong??



8. You have to give a short presentation to explain what happened with each of the 3 stocks in exercise 7 and why. Use the space below to plan your presentation.

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9. Darcy is going to discuss the losses with his boss, Janet. Listen to the conversation and answer the questions.

- a) How much have the tech stocks gone down on average?
- b) Why does Darcy say he didn't get more people to help Brett choose the stocks?
- c) Why did the Box Builder stock price drop? What was the problem with their business?
- d) What caused the Nikola stock price to increase in February?
- e) Why did the Future Fridge stock price rise slightly in June?
- f) Who does Darcy blame for the losses? Whose fault do you think it is?

