


- 6** Work with a partner. You and your colleague have been researching the popularity of blog advertising and have collected some information. Student A, turn to File 26 on page 143. Student B, use the information below. Read your information and report it to your colleague. Request the missing information 1–8.

Student B

	Facts and figures	Comments
No. people surveyed	1	
Type of people	Professional, global companies, different jobs / industries / segments	Provide reliable results – a good cross section
<b>Survey results</b>		
read blogs	2	3
read blogs once a week	51% (approx 2,300)	
read blogs weekly for business information	53%	Need more information about who these people are and which blogs
read weekly on technology topics	4	
pass on information or content from blogs	5	6
indicate that blogs influence their purchase decisions	53% (approx. 2,385)	Very important information for us!
are thinking of starting their own blogs	7	8

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## Key expressions

### Asking for factual / numerical information


Could you fill us in on ...?  
 Can you give us the low-down on ...?  
 Can we look at the figures ...?  
 So what are the facts and figures?  
 How do these figures compare ...?  
 What's that in terms of (growth)?  
 How should we interpret (this drop)?

### Reporting factual / numerical information

According to (a recent survey), ...  
 Apparently, a recent study shows ...  
 Supposedly, ...  
 Roughly speaking ...  
 (Simon) claimed that ...  
 (Simon) assured us that ...

### Summarizing findings / trends

The bottom line is ...  
 The overriding trend is ...  
 In general, ...  
 Overall, things are looking positive / up / gloomy.

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15.80  
392  
5.19  
334  
8.45  
460

## Practically speaking | Talking about news at work

- 53▶** Listen to three short conversations about news at work. Which one is about
  - relationships? \_\_\_\_
  - a missing item? \_\_\_\_
  - leaving the company? \_\_\_\_
- 53▶** Listen again. Which of these phrases can you use to introduce the topic of news, repeat news you have heard or respond to news?
  - Rumour has it ...
  - Surely not!
  - I spoke to (Robert) and he told me that ...
  - Did you hear the latest about ...?
  - According to (Sam), ...
  - That's nonsense!
  - (Anna) says that ...
  - Have you heard the news?
  - Apparently, ...
  - You'll never guess what I heard ...
- 3** Work in groups of four. Each person thinks of two pieces of news. Work with a partner and share your first piece of news. Change partners and share your second piece of news. Refer to the *Useful phrases* on page 135.