

ANGLICKÉ OKÉNKO 4



INCREASE, DECREASE.... BY /OF

Don't say: There has been an increase by 50%.

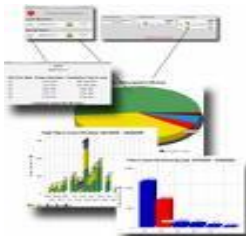
Say: There has been **an increase of** 50%.

Don't say: The sales have dropped of one third.

Say: The sales **have dropped by** one third.

! By is used after verbs (slovesech), whereas **of** is used after nouns (podstatných jménech).

GRAPH DESCRIPTION



Last year there was a **drop in** net sales of 9%. Market share **increased by** 3%, up to 8%. Net sales **peaked at** \$22m in 1997. European sales went from \$4.2m to \$3.0m. They **leveled off** at \$5m in 1998. Costs rose by \$3.3m. This meant a rise of 10%. Office software sales fell by 10% in 1997. A strong dollar meant a **fall in** exports in 1998.

VOCABULARY BUILDING



drop in – pokles v

increase by – vzrůst o

peak at – dosáhnout vrcholu na

level off – ustálit se, vyrovnat se

fall in – pokles v

sharp/ly – prudký/prudce

dramatic/ally – dramatický / dramaticky

slight/ly – mírný - mírně

steady/steadily – stálý, trvalý/ stále, trvale

slowly but surely - pomalu ale jistě

QUIZ: TEST YOUR KNOWLEDGE



Use either **by** or **of**:

- Operating costs fell _____ \$16m.
- There was a dramatic increase _____ about 15%.
- Who would say that there would be a rise _____ nearly 49m.
- We are expecting a fall _____ two fifths.
- The growth in sales was more than unexpected. They grew _____ one half.

KEY: 1. by, 2. of, 3. of, 4. of, 5. by