



## ESTIMATE (n) x ESTIMATE (v)

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At first glance, **estimate (n)** and **estimate (v)** may seem identical. However, when pronounced we can hear the difference immediately. Compare these two sentences:

Our initial **estimate** /'estɪmət/ turned out to be incorrect.

It is hard to **estimate** /'estɪmət/ the costs at the moment.

The change in pronunciation depends on the part of speech, i.e. when it's **a noun** it has the /'estɪmət/ pronunciation. But when used as **a verb** we say /'estɪmət/. The same applies to words such as separate or moderate.

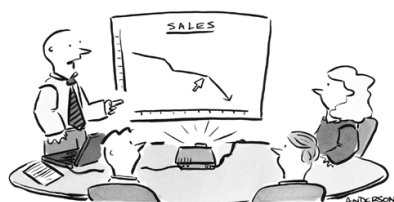
### DESCRIBING TRENDS

Our business has experienced a very turbulent year indeed - our preliminary estimates proved to be slightly unrealistic, **to put it mildly**. In the first quarter, sales steadily increased to 30,000 units as opposed to the initial 28,000. However, in the following period they **plummeted** to an all-time low as our competitors launched a rival product. **Owing** to our almost immediate reaction in the form of a vigorous advertising campaign, the figures showed signs of **bottoming out** and sales have finally **levelled off** in the third quarter. Probably as a result of the ongoing campaign, the profits surprisingly **soared** in the last accounting unit.

### VOCABULARY BUILDING

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"Here's where we went for broke, and here's where we went broke."

**indeed** - vlastně, vskutku

**to put it mildly** - mírně řečeno...

**plummet** - prudce (po)klesnout

**owing to** - kvůli, v důsledku

**vigorous** - rázný, dynamický

**bottom out** - přestat se zhoršovat

**level off** - ustálit se, stabilizovat se

**soar** - prudce stoupnout

### QUIZ: TEST YOUR KNOWLEDGE

How would you pronounce the underlined words? With /ət/ or /ɛt/?



1. We estimated the cost at € 50,000.
2. My parents have separate bedrooms.
3. We expect only a moderate increase in value.
4. I separated the documents into two piles
5. We agreed to moderate our original demands.

KEY: 1. /ɛt/, 2. /ət/, 3. /ət/, 4. /ɛt/, 5. /ɛt/