

EAP Power Up

Unit __3__

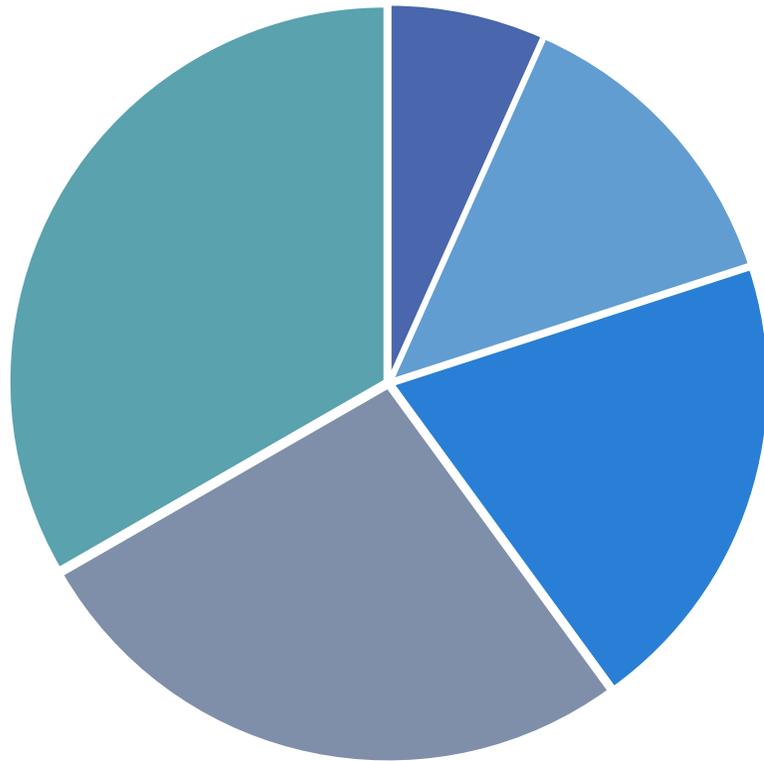
Instructor : Joey Andrew Lucido Santos,
National Taiwan University of Science and Technology
Course Title : Strategic Storytelling in Management
Communication
Weekly Topic : What do you think?



Lesson Flow

- Overview of Pie and Bar Charts
- Components of Data Interpretation
- Tasks

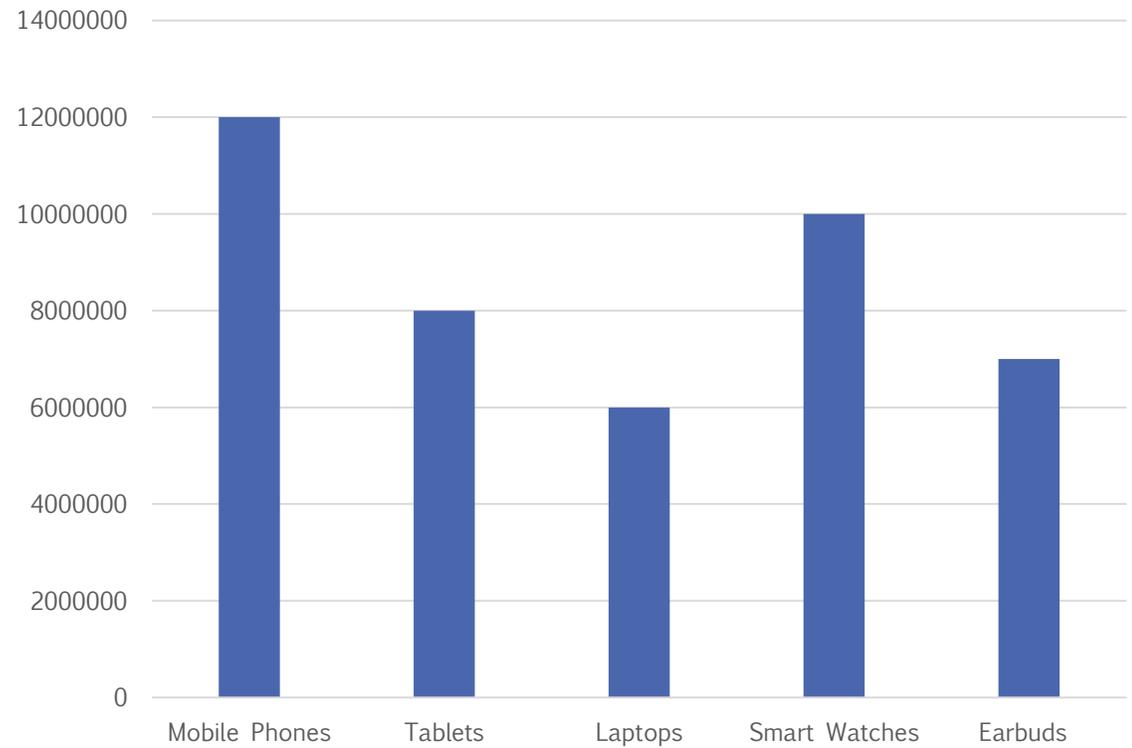
Survey of Customers' Electronic Needs



■ Mobile Phones ■ Smartwatch ■ Earbuds ■ Tablets ■ Laptops ■

Pie Chart

Distribution of Sales in the first quarter



Bar Chart

Interpreting Pie Chart: Components

計畫出國留學的學生在選擇目的地(destinations)時，常考慮哪些因素呢？以下的圓餅圖顯示一項美國大學生意見調查結果，讓我們一起練習如何說明圖中的資訊。

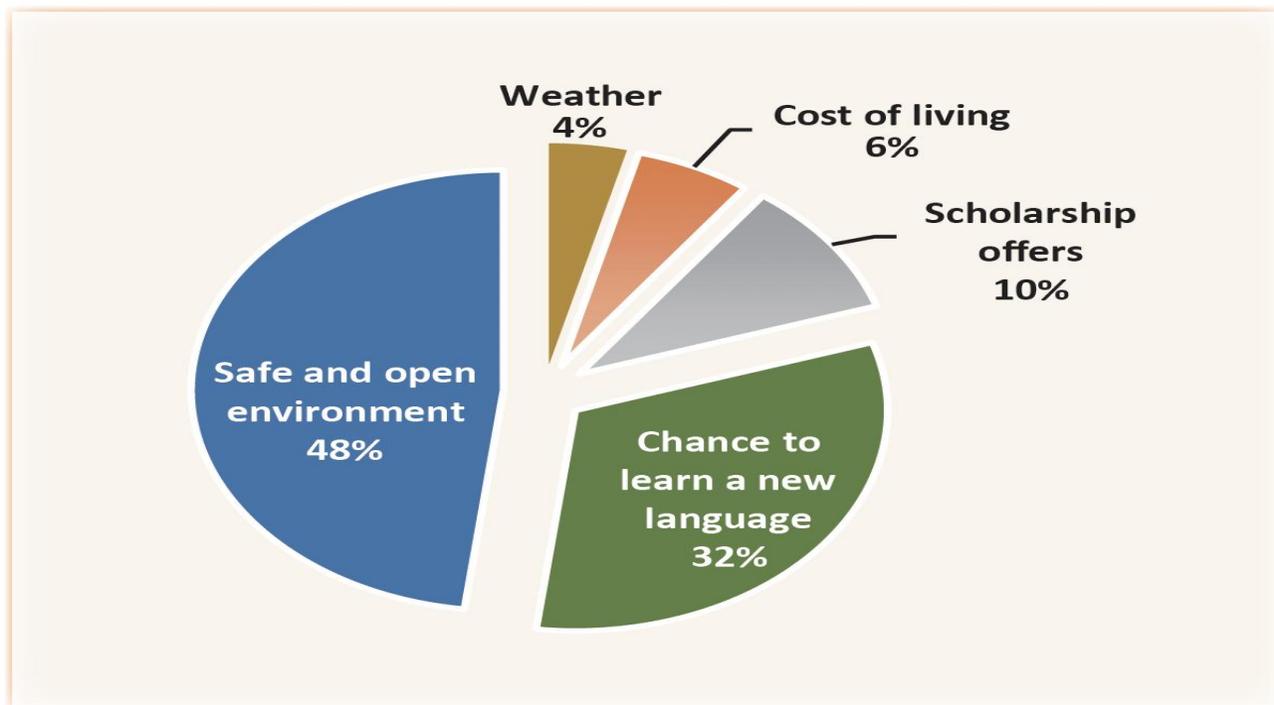


Figure 1 Factors students consider most important when choosing a destination overseas

Note: The results are based on survey responses from 1,600 U.S. students.

(1) 概述圓餅圖的主題與目的

- The pie chart shows the factors that students think about when they choose universities worldwide.
- The chart **illustrates** the factors that influence students' selection of overseas universities for their studies.

 **illustrate** (v.) 闡明

(2) 指出百分比比較高的意見或項目

- Among the factors listed in the chart, a safe and open environment is the most common choice, and the chance to learn a new language **ranks** second.
- Most survey **respondents view** a safe and open environment or the chance to learn a new language as the most important factors.

 **common** (adj.) 普遍的、常見的
此處“the most common choice”指的是最多人選擇的選項，也可以說“the most popular choice”

rank (v.) 排名 (後面加上序數如 first, second, third, 表示「排名第幾」)

respondent (n.) 回覆者

view ... as (v.) 認為

(3) 報告某種意見或項目所占的百分比

{ Exactly 32 percent
Around a third
More than 30 percent } of all the respondents **consider** the

chance to learn a new language to be an important factor.

 **consider ... to be** (v.) 認為

Interpreting Bar Chart: Components

(1) 描述長條圖的主題與目的

- The chart shows how many students from each of the three domains chose one of these two factors.
- The bar chart compares the numbers of students who selected one of these two factors within each of the three domains.

(2) 比較不同調查對象的意見

- In the domain of natural sciences, more students think that a safe and open environment is more important than the chance to learn a new language.
- In contrast, more students studying humanities and social sciences view the chance to learn a new language as a more significant factor.
- For the business and finance domain, the numbers of students selecting these two factors are quite close.

2 長條圖

在報告調查結果時，可以利用長條圖呈現不同調查對象的意見。例如學生在選擇留學國家時，不同主修領域學生重視的因素可能不同，如以下長條圖所示。

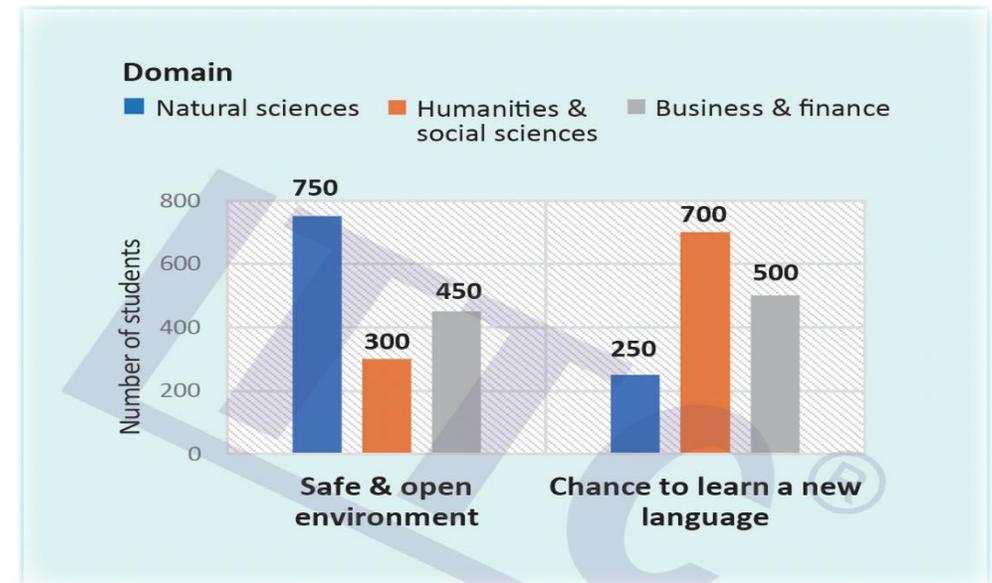


Figure 2 Number of students choosing the top two factors by domain

Note: The results are based on survey responses from 1,600 U.S. students.

Interpreting Bar Chart: Components

3 進階說明技巧：整合比較圖表資訊

(1) 找出兩個圖表的關聯性

The pie chart summarizes the **overall** opinions of students, **while** the bar chart compares the **perspectives** of students from three different domains.

 **overall** (adj.) 整體的

while (conj.) 然而 (用於連接意義相異的子句，也可用 **whereas** 代換)

perspective (n.) 看法

(2) 比較兩個圖表的數據，指出不同之處

According to the pie chart, 80 percent of the respondents view a safe and open environment or the chance to learn a new language as important factors. **However**, the bar chart shows that the views of students from different domains are not exactly the same. For instance, students studying in the domain of natural sciences think that a safe and open environment is more important than the chance to learn a new language. **In contrast**, students studying humanities and social sciences consider the chance to learn a new language to be a more significant factor.

 **however** 與 **in contrast** 均為表達「對比」的轉折詞

2 長條圖

在報告調查結果時，可以利用長條圖呈現不同調查對象的意見。例如學生在選擇留學國家時，不同主修領域學生重視的因素可能不同，如以下長條圖所示。

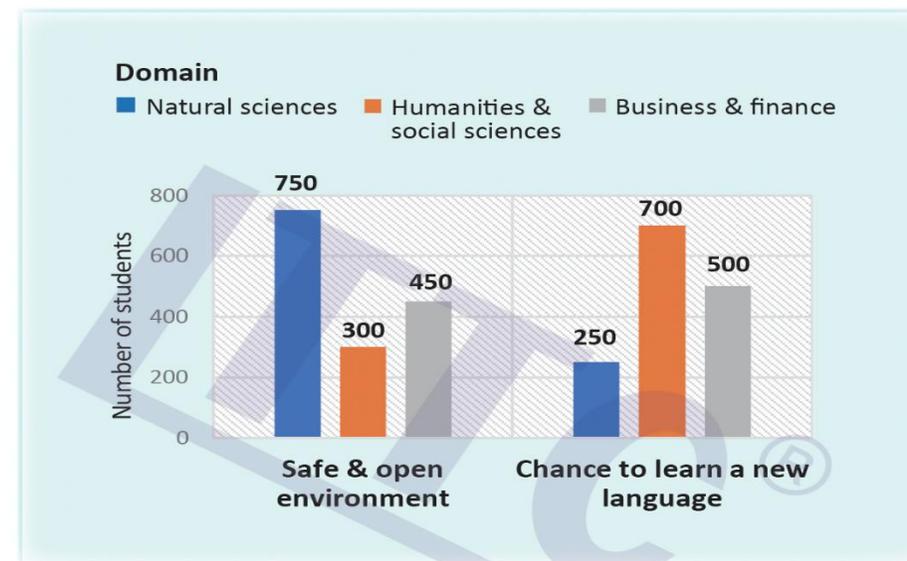


Figure 2 Number of students choosing the top two factors by domain

Note: The results are based on survey responses from 1,600 U.S. students.

Useful Languages and Strategies: Focus on the Data

- **When interpreting data, particularly the percentages, you may use fraction expressions such as *a quarter, a half, and one-third* instead of *percent***
- **When comparing data, these comparative expressions may be helpful: *larger than, smaller than, the same as, compared to***
- **When discussing the trends in the data, the following are useful expressions: *increase, decrease, remain stable, fluctuate, peak, plummet***
- **When describing the data, these descriptive adjectives are recommended: *significant, substantial, considerable***
- **When describing the time frames, these are some useful expressions: *over the period, from...to..., in the year...***

Useful Languages and Strategies: Focus on Structures

- **When introducing a chart, you may use:**
 - *The pie chart illustrates...*
 - *This chart represents...*
 - *The chart demonstrates...*
 - *The chart shows...*
- **When discussing data in the body, you will need to pay attention to:**
 - **specific data references:** *according to the chart, the chart shows that, as indicated in the chart*
 - **Generalizations:** *nearly, approximately, about, almost*
 - **Transitional devices:** *in addition, furthermore, in contrast, however*
- **When concluding you may use:**
 - *In summary*
 - *Overall*
 - *In conclusion*
 - *To conclude*



Speaking Activities

Writing Task: Group Work

1 Task Content

The student union of a university conducted a survey of students' and teachers' opinions about online learning, and they released the two figures below on their website.

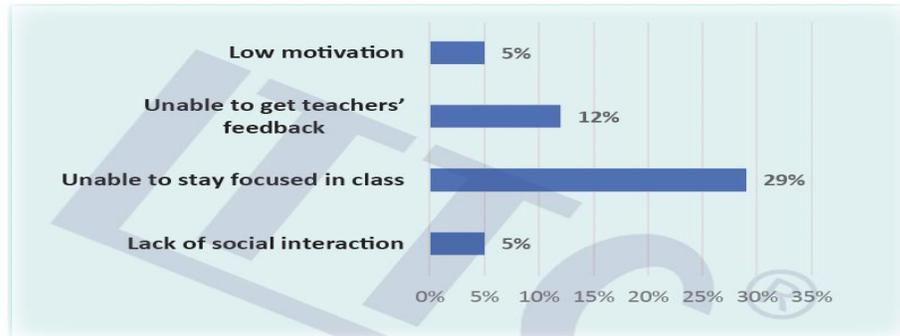


Figure 1 Students' main concerns with online learning (N=800)

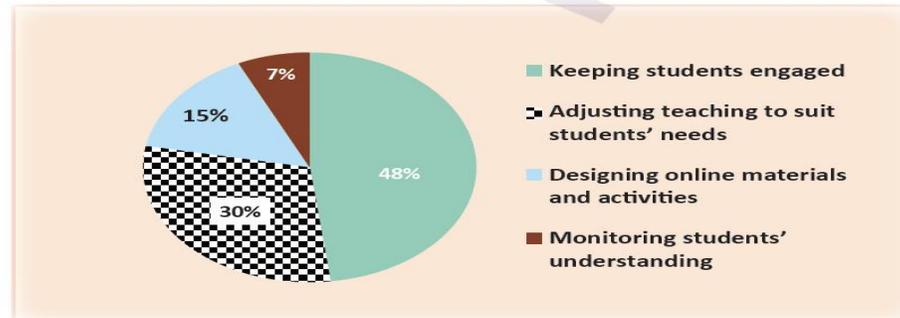


Figure 2 Main challenges for teachers of online classes (N=121)

- Based on the two charts released by the student union, prepare a story based on the data to address the question below:
- Should online learning be part of regular instruction?
- In your story, you have to mention the main points shown in the two charts.
- State your position on the topic using the information in the chart and your own experiences.

Writing Task: Individual

1 Task Content

In class, your professor presents the two figures below during her talk on U.S. students studying in Asia.

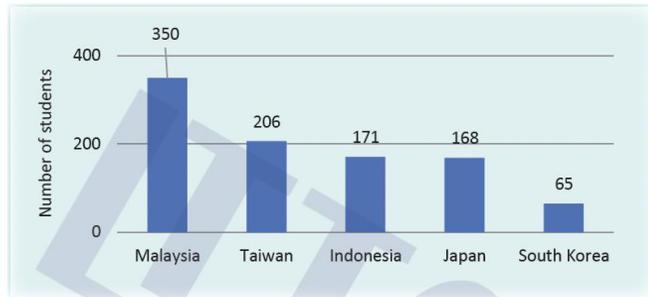


Figure 1 What is the best Asian destination for U.S. students?

Note: The results are based on survey responses from 960 students in the U.S.

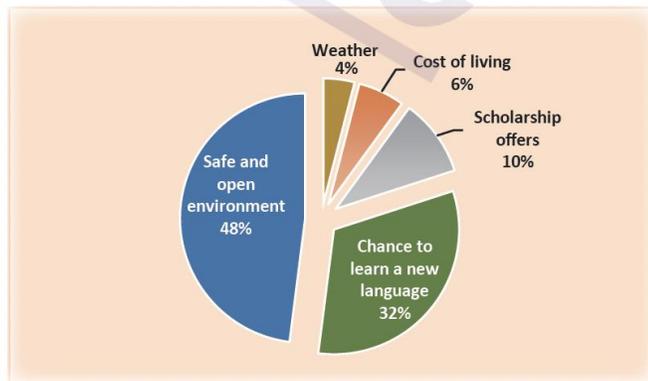


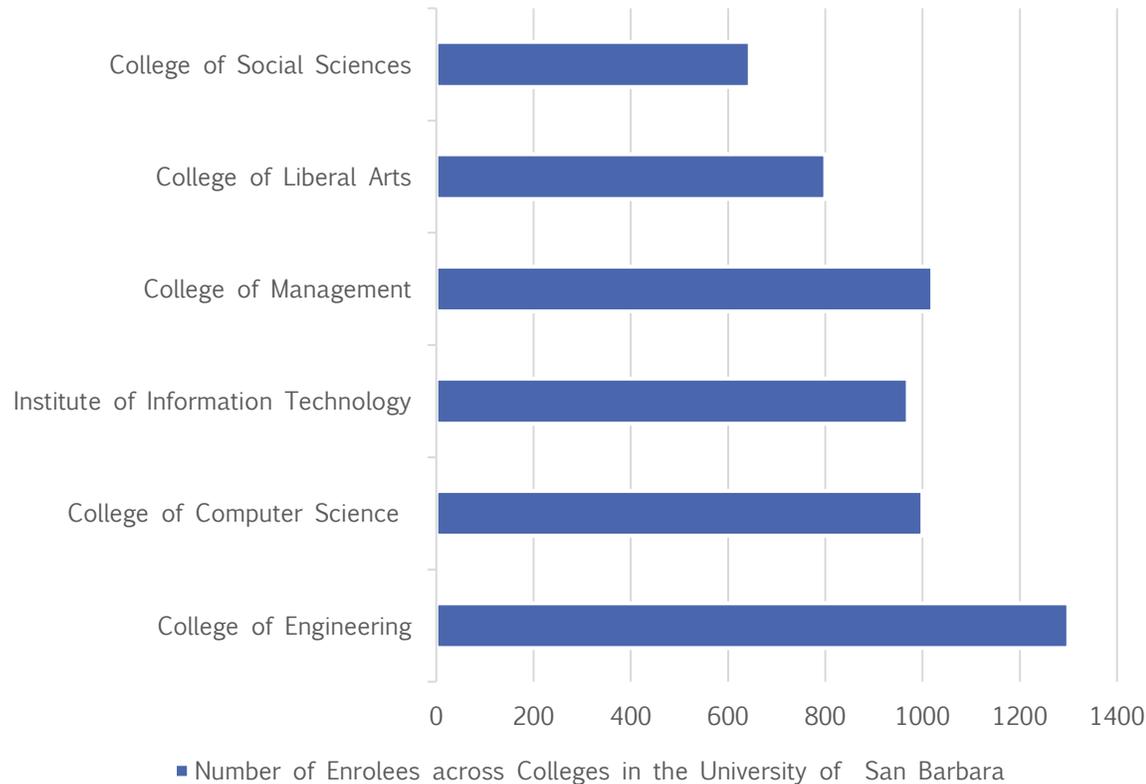
Figure 2 Factors students consider most important when choosing a destination overseas

Note: The results are based on survey responses from 1,600 U.S. students.

- Based on the two figures shared by the professor, prepare a story based on the data to address the topic below:
- “Taiwan as an Education of Choice among US students”
- In your story, you have to mention why Taiwan appeals to international students.
- State your factors that you believe are important when selecting an overseas university to study.

Speaking Task: Storytelling

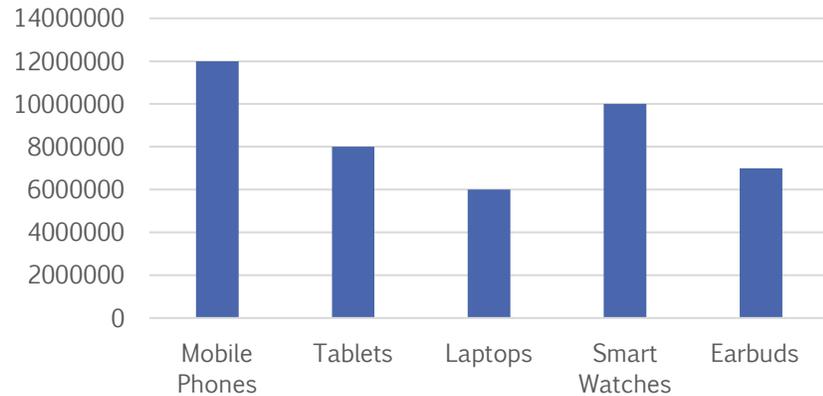
Number of Enrolees across Colleges in the University of San Barbara



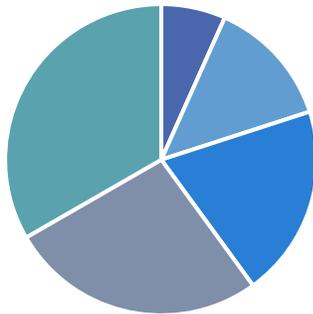
- With the increasing number of students in engineering, the college of social sciences suffers. This decline causes a serious issue among stakeholders.
- As the Director of Admissions of the University of San Barbara, you have been invited to deliver a report on the number of enrolees. You are also expected to present the possible reasons for the small number of enrolees.
- In this task, develop a story using the data to present the potential problem that the College of Social Sciences faces and propose a possible way to increase its enrolees.

Speaking Task: Storytelling

Distribution of Sales in the first quarter



Survey of Customers' Electronic Needs



■ Mobile Phones ■ Smartwatch ■ Earbuds ■ Tablets ■ Laptops ■

- Your company, *Finest Technologies, Inc.*, is facing small returns on sales of some of its products. This problem could pose a serious impact on the business.
- As the newly appointed CEO, you are expected to drive the company to success. In the townhall meeting, you are expected to deliver a speech. Using the data you obtained from the sales department, develop a story incorporating the number of sales and the report on customers' needs to set the vision and plan of the company under your leadership.



Class Dismissed!

