



s

WRITING

a Report

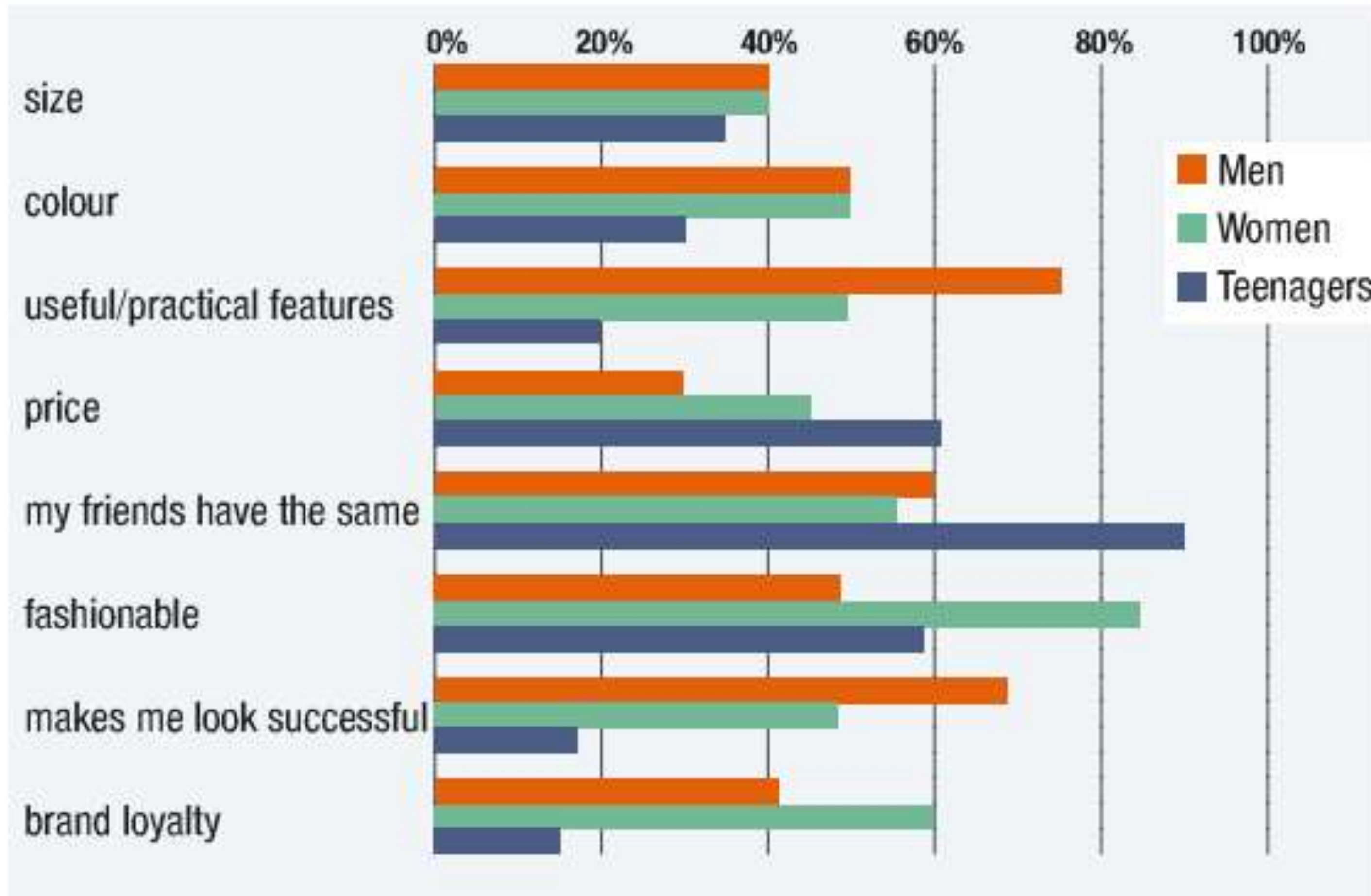


Why do you value them?



**What influences you when you buy a new gadget?**

# Look at the results of the survey. Choose and rank 4



# Important factors



colour

my friends have the same

brand loyalty

## Group 1

brand loyalty

price

useful practical features

makes me look successful

## Group 2

useful practical features

price

brand loyalty

my friends have the same

## Group 3

useful practical features

makes me look successful

makes me look successful

price



# Read the report and answer the questions

The bar chart shows the results of a survey of students and employees in our language school in relation to their reasons for buying a particular mobile phone.

First of all, comparing the results for men and women, it can be seen that some factors affect both groups more or less equally. For example, there is no difference in how much size and colour influence their choice of phone, and the results for 'my friends have the same one' show only a slight variation.

There are, however, significant differences in the results for other factors. The usefulness or practicality of a phone's features is far more important for men than for women, as is the price and how much it makes the owner look successful. On the other hand, women place greater importance on brand loyalty.

The results for teenagers showed an interesting contrast to those for men and women. First of all ...

**1 What kind of text is it?**

**2 Is it formal or informal?**

**3 Which factors are mentioned?**

# Report Structure

# Linking Elements

- 1 Introduction
- 2 Similarities
- 3 Differences

First of all  
For example  
However  
On the other hand

# AFFECT

[Redacted]



# EFFECT

[Redacted]



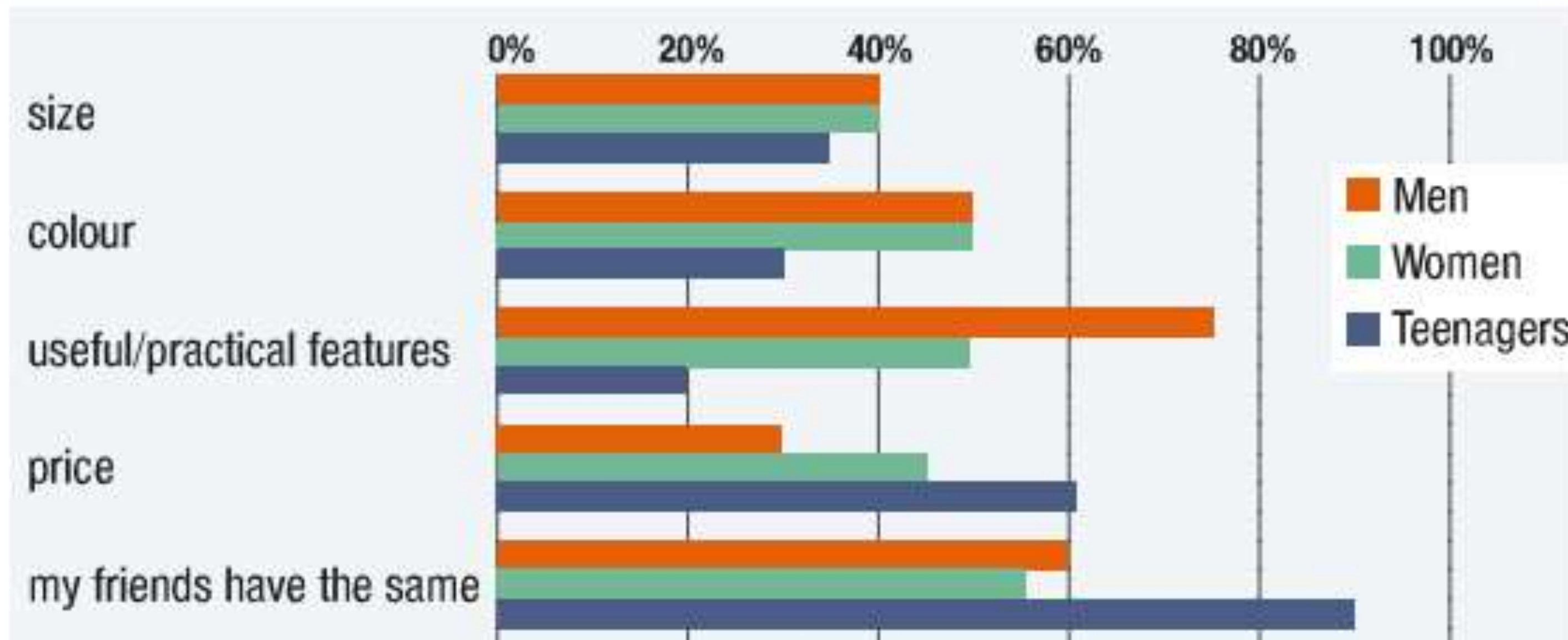
**affect**

**/əfekt/ (V, R, tr.)**

**syn. influence**



# ...affect ...more or less equally







**influence (v,r. tr)**

**...influence one's choice of ...**

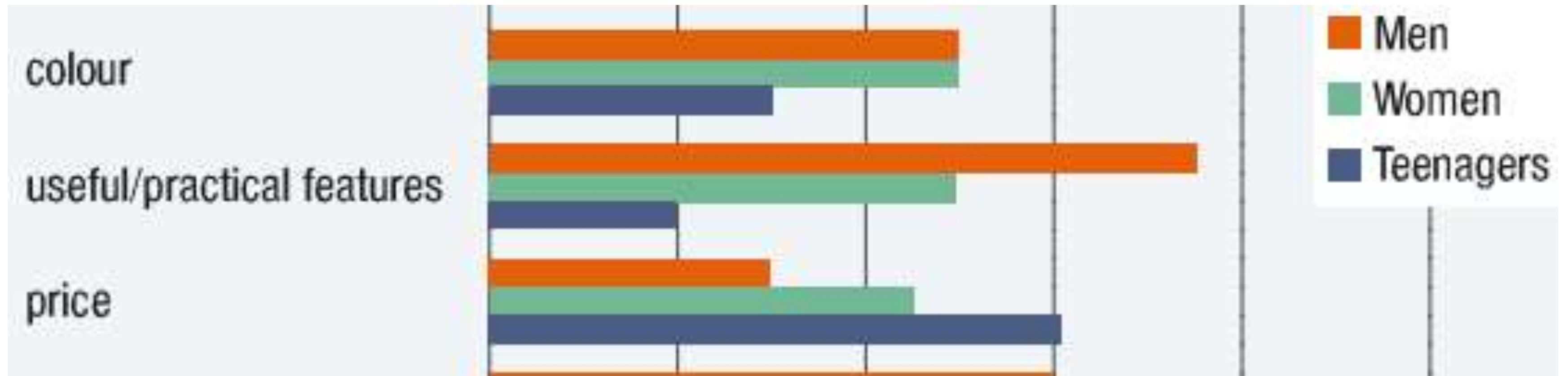




**significant | sig'nɪfɪk(ə)nt |**

**(adj)**

**synonym: important , serious**



**There are significant differences in the results for ...**



# Compare

Before



Scrub your skin

After



Scrub dishes

**far + more + adj(3 syllables)**

**far + adj\_er**

**...is far more important for**

**...than for...**

Before



Scrub your skin

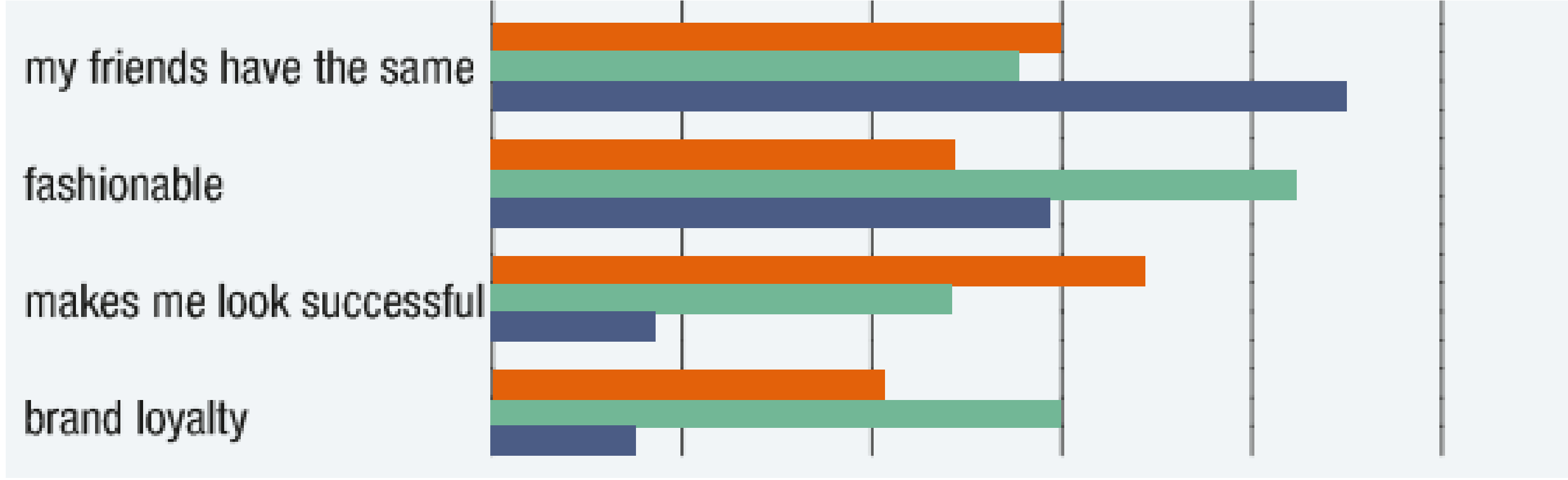
After



Scrub dishes

**...is far more important for ...than for...**





**...is far more important for ...than for...**

# Write a report. Use your data.



## WRITING A REPORT SMARTPHONES

### INTRODUCTION

**Word bank:** The aim of this report is to..... / The report gives information on ....

### SIMILARITIES

**Word bank:** .....affect ... more or less equally  
There is no difference in how much ..... influence smb's choice of .....

### DIFFERENCES

**Word bank:** There is significant difference in the results for.....  
..... is far more important for .... That for,,,,

### Linking Elements

First of all  
For example  
However  
On the other  
hand



# Pair-cheeck your reports

