

## HOW TO DEAL WITH ICONOGRAPHIC DOCUMENTS & FIGURES

### ✚ TYPES OF ICONOGRAPHIC DOCUMENTS and specific vocabulary for each:

- A **chart** → *un graphique*.
- A **pie chart** → *camembert*.
- A **bar chart** → *un histogramme*.
- A **graph** → *un graphique / une courbe*. *Une courbe sur un graphique* → a **curve**.
- A **diagram**.
- **Breakdown** → *ventilation*. (Ex: the breakdown of costs / the breakdown of expenses → *ventilation / décomposition des coûts / .... des dépenses*.)
- A **poll** (*un sondage*). A **pollster** (*prs.*); a **polling company**.
- **Election returns** (*résultats d'élections*). **Turnout** (*participation: à un scrutin, par ex.*).
- A **drawing** → *un dessin*. VB: **to draw** *↪* mind its **irregular** forms: pret. **drew** – p.p. **drawn**.
- A **death toll** (*le bilan des / le nombre des / victimes & morts*); **casualties** (*blessés*). Ex: That epidemic / The earthquake / The flood / Unemployment ... **has taken a heavy toll among** the locals. (*Cette épidémie / Le séisme / L'inondation (La crue) / Le chômage / a causé beaucoup de victimes parmi les autochtones. / Les autochtones ont payé un lourd tribut à/au ...*)
- A **time line** → *une frise chronologique*.
- A (**black-and-white ≠ colour**) **photograph**.
- A picture (📷 a generic term, hence quite vague ...).
- A **photomontage**.
- A **caption** → *légende (d'une photo, d'un dessin...)*.
- A **photograph** whose caption reads "keep out." (A **person**) a **photographer**.
- A **collage**.
- A **poster**.
- A **billboard** (*panneau -d'affichage-*)
- The **banner** (that) **demonstrators** (*manifestants*) **are raising / are carrying / reads** "The dream stays alive; we will fight on."
- A **cartoon** (*caricature / dessin humoristique*.) → a drawing dealing with a current event in an amusing way, drawn **by** a **cartoonist**.
- A **comic strip** → *une B.D*; a **bubble** (*phylactère ou bulle dans une BD*) or **balloon**.
- A **painting** → *une peinture / une toile*. A **painter**; an **artist**.
- An **advertisement** (*publicité*); *↪* verb: to **advertise** sth. (*faire la publicité / promo de ... / promouvoir q.chs.*). The **catchphrase** (of an advertisement) seems to match the photograph / picture... above.
- A **TV commercial** (*un spot publicitaire*).
- The **cover / front page /** of... (a British weekly newsmagazine / an American paper).
- ...

*To comment on charts or chart pies, you need to be in full command of the following notions (most of which can be found in the file entitled "vocabulary survival kit").*

### ✚ INTRODUCTION of the point (*l'intérêt*) of such a document and other major data (**place, time, source**).

Ex: The **chart**, **issued by** the U.S. Census Bureau / **released by...** / **published** in the American weekly newsmagazine... / ,

- **focuses on** the rise in sth. ≠ fall in sth. / **illustrates** + DO (= *direct object*).
- **highlights** the discrepancy between ... and ... / **lays emphasis on** + N / PN.
- **underlines** the **development** of transport facilities in the past few decades.

The cartoonist **depicts** + DO (direct object) → *dépeindre*. / **The scene depicted by** the cartoonist (a) **echoes** a bleak event. / (b) **reminds one** [readers] **of** a bleak event. / The **photographer draws attention to** + N / PN.  
 The cartoonist **derides** sb. or sth. [≈ to laugh at sb. or sth.]  
 He / She / **criticises** sb. or sth. harshly / in a humorous way / in an ironical way.

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#### ✚ To **LOCATE** things or people and possible **SPACE** markers:

- **At** the top
- **At** the bottom
- **In** the middle
- **On** the left
- **On** the right
- **In** the lower [bottom] **right-hand corner**, a couple can be seen talking ...
- **In** the upper [top] **right-hand corner** ...
- **In** the upper [top] **left-hand corner**, I can see an elderly man walking...
- **In** the lower [bottom] **left-hand corner**
- **The focus** is ... / The cartoonist **focuses on** ...
- **In** the foreground
- **In** the background there are threatening clouds, which may symbolise...
- ...

#### ✚ **TRENDS**

Ex: A **significant** change **is** **noticeable**...

**Substantial improvement has been made,**

- **as regards** + N (*en ce qui concerne...*)
- **in terms of**...

**As can be inferred from** the **upward** trend **≠** the **downward** trend,  
 the economic / political / social / situation **has improved ≠ has deteriorated**.

#### ✚ **EXPLANATION for** trends / facts / events...

Ex: The 2007-2008 economic slowdown **accounts for** (*rend compte de...*) **the rise in ≠ the fall in** standards of living.

(*In the passive form*) The fall in demand (for sth.) can **be accounted for** **by** the 9/11 terrorist attacks.

The rising number of unemployed [jobless] unskilled people in the U.S.

(a) **results from** decreasing **demand for** physically-demanding jobs. / demand for manual workers.

(b) can **be put down to** (*peut être imputé à ... / mis sur le compte de...*) ...

Those events **shed [cast] light on** + N / PN.

...

#### ✚ For the **ANALYSIS** of the picture:

- The cartoonist's **purpose may be to**
- (a) **whet readers' curiosity**.
- (b) **draw** his (her) **fellow citizens' attention to** + PN / + N / + the fact that + S + VB. (*vb. conjugué*).
- The photographer / The leader / This paper / **may** want [probably intends] **to make us sensitive to** that issue.
- **Judging by** their **gloomy** faces, you can tell + clause (= S + VB. conjugué).

- **As can be inferred from** their strange behaviour, they live in a world apart / they are in trouble...
- This is **a slightly / grossly / + distorted + allusion / reference / to + N / PN.**
- It **reminds** one **of + N / PN.** (*Cela rappelle...*) / The people represented **there** **make** one **think of** a particular event / situation / ...
- The situation **depicted** in ... obviously **refers / alludes / to + N / PN.**
- **A parallel can be drawn between ... and ...**
- He [She] **compares** the old man **with** the young boy, as ...
- **What strikes** the reader(s) **most is ... / What I find** (the) most incredible **about** it [this...] is the fact that...
- What we have here is **a metaphor for ..., in that / insofar as / ...**
- This object **embodies** a concept. (NB: **to embody** sth.)
- It **symbolises / stands for /** ∅ beauty / ugliness / wisdom ...
- The conflict between ... and ... is **the focus of** the cartoon / the photograph.
- **Significantly,** the banner raised by protestors **reads** "We will fight for our cause, whatever the cost"...

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## ✚ INCREASE / DECREASE

The **gerund** can be used as in "the **rising** unemployment **rate**", "the **falling** number of ..."; "today's **withering** world economy"....

Nouns:

A **rise in** unemployment / **the growth...** ≠ **the fall in** sth. / **decline / a drop-off in** sales...

Criminality is **on the rise** ↗ ≠ It is **on the wane** ↘.

Verbs:

To **rise** / To **go up** / To **increase** / ≠ To **fall** / To **go down** / To **decrease** / To **drop** (*baisser; diminuer; s'abaisser*) / To **dip** /

**steadily** (*de façon soutenue / régulière*) / **dramatically** (💣 *de façon spectaculaire*).

To **improve** (*s'améliorer*) ≠ to **deteriorate** / to **go sour** (*se dégrader / mal tourner / tourner au vinaigre*) / to **wane**...(*décliner; dépérir*...).

To **succeed in doing** sth. / To **manage to** do sth. /

≠ To **fail** sth. (*échouer*) / to fail to do sth. (*ne pas faire q.chs.*).

To **level off** → (*se stabiliser; atteindre un palier*).

To **fluctuate**.

To **pick up** (*se redresser*).

To **soar** / To **skyrocket** ↑ (*monter en flèche / bondir*) ≠ To **plummet** ↓ (*s'effondrer*) /

To **tumble** (*dégringoler; s'effondrer; culbuter*) / To **sink** (*somber; couler; s'enfoncer*)...  
(*To talk about a country's **economy***)

To **falter** (*vaciller, chanceler*) / **be in the doldrums** (*être en plein marasme; broyer du noir*) / to **wither** (*se flétrir; s'étioler; s'atrophier*) ≠ to **boom** / to **thrive** / to **flourish**..

To **recover from** recession. / To **pick up**. (*Se redresser; récupérer / se remettre de...*).

💣💣 Mind the **PREPOSITIONS**: "**by**", "**to**", "**from**", "**into**"; "**in**"...

Ex. The tax rate **has risen by** 10 % → Le taux d'imposition a augmenté **de** 10%.

It **has risen to** 10% → Il est en hausse, **atteignant** 10%. / Il a augmenté **pour atteindre** 10%.

To **fall into** ... categories (*se diviser en ... catégories*) ; it **is divided into** two parts...

To **recover from** a disease / economic slump...

The economic **reasons for** this trend / this phenomenon. An **explanation for** sth.

Employers' growing **demand for** college-educated people.

A **rise in** unemployment ... **≠ the fall in** sth. / **decline** / **a drop-off in** sales...

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**FIGURES, RANKING** (☞ **Most useful** vocabulary when you have to pore over **a graph or a pie...**).

As regards figures (the unemployment rate in ...; growth, etc.) in an essay, their **source**, the time and place referred to, should be mentioned –at least, in parentheses.

Unemployment **stands at** 7.8 % (avoir atteint / être de...)

Their turnover (chiffre d'affaires) / The exchange rate / **stands at** £... (être de / indiquer / avoir atteint ...).

To **account for**... % (représenter).

The poverty **rate** in the U.S. / The **percentage** of poor Americans / **has risen to** almost 15 %.

It has **risen** ≠ It has **fallen by** 2 %.

The U.S. federal debt **amounts to** 16 trillion dollars (s'élever à / se monter à).

The **share** of .... (la part de...) **has soared / has skyrocketed since** ...

A **ratio** (rapport, proportion). The teacher-student **ratio is of 1 to** 50 (Le rapport enseignants-étudiants est de 1 pour 50). In the ratio of 7 **to** 1 → dans la proportion de 7 contre 1.

£ 2,000 **per head** → par tête.

A **rate** → un taux. Ex: the rate of inflation / **growth** (la croissance) / unemployment / taxation; **the birth rate** (le taux de natalité); **the death rate** (le taux de mortalité), etc.

**Popularity ratings; audience rating** (cote de popularité; indice d'écoute / Audimat); the ratings war / battle (la course à l'audimat).

Athletes **fall into** several categories (se divisent **en** plusieurs catégories) ≈ **are divided into** three groups.

To **post** a 3 % rise ≠ a drop / **in** profits (annoncer / afficher / une hausse ≠ baisse des bénéfices de 3 %).

They have just been granted subsidies **to the tune of** \$ 3,000. (On vient de leur octroyer des subventions qui s'élèvent à ... dollars.)

The low / high **income bracket** (la tranche des ... revenus), **in the** \$ 35,000 a year **bracket**; the 30-40 age bracket (le groupe des 30- 40 ans / des personnes entre ... ans / personnes âgées de ...).

A city of **roughly** 400,000 inhabitants. He is **about** thirty (years old) = he is thirty-**odd** years old.

**More than** two hundred people turned up. / **Over** two hundred people ...

**On average**, ... (En moyenne).

The (unemployment / criminality / death / birth...) rate (in ...) is **above average**. ≠ **below average**.

She was fined (Elle fut verbalisée / eut une amende) as she had **exceeded** the speed limit.

That **applies to** all **age groups**. (Cela s'applique à tous les groupes d'âges.)

My students' ages **range from** 18 **to** 22; their yearly pay **ranges from** € 72,000 **to** € 140,000. (Aller de ... à ...; varier entre ... et ...).

William Shakespeare **is ranked among** the best-known playwrights **in** the world (W. S. est classé parmi les dramaturges les plus connus **du** monde). A is ranked **Ø** number 2.

This **ranks high** ≠ **low on** my list of priorities (C'est ≠ Ce n'est pas / une de nos priorités). Cf. **be on the agenda** (être à l'ordre du jour).

(Referring to *POLLS, ELECTIONS...*)

To **win by a narrow margin**.

To **be defeated** (*être vaincu*). A **defeat**; (colloquial term) **thrashing** (*une déculottée, raclée*).

It was a **landslide** victory ≈ **an overwhelming victory** (*victoire écrasante*).

The Prime Minister's popularity has fallen **below** 50% for the first time.

In one poll (*sondage*) his rate **is down** 11 **points from** last month (*en baisse de 11 points par rapport au mois dernier*). The president's rating stands at 49%, much below the 61% that his predecessor **enjoyed** at the same point in 2007 / a decade ago /.

Mr Smith's **popularity rating** → *la cote de popularité de M. Smith*.

**Audience ratings** → *l'audimat*.

✚ **COMPARISON & CONTRAST** (☞ files "survival kit" and "repères pour le thème").

Ex: **The worst-paid** American workers / **The poorest** workers (*superlative forms*).

American workers are **worse off** (*plus mal lotis*) ≠ **better-off**

**than** a decade ago, since + *clause*. (Cf. *comparative forms*.)

Japan is among **the fastest-ageing** countries.

In the mid-seventies the U.S. economy faltered and people's wages fell **because of** [**owing to**] the oil shock, **whereas** in the 90s. + S + VB. (= *clause*).

**Unlike** most European countries, Germany welcomes highly qualified people. (UNLIKE + N / PN.)

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✚ **CORRELATION – INTERDEPENDENCE ...**

Ex: The crime rate **depends on** + N / PN (*dépendre de / être fonction de...*).

Consumption **varies with** economic circumstances, **age groups**.

Food habits **correlate with** income and social class (*correspondre à / être en rapport avec / être en corrélation avec...*)

These two phenomena / trends / **are closely correlated** / , insofar as / since / + *clause*.

...

✚ **Cause and consequence** ☞ refer to your "survival kit".

✚ **Purpose**.

The cartoon **is meant to** + *infinitive*.

The cartoonist's **purpose is to** + *infinitive*.

The cartoonist **intends to** show how vital this issue is.

*Pour faire / afin de (ne pas) faire...* ☞ **to / in order to / so as (not) to / + the INFINITIVE**.

*Pour que / afin que + subjonctif* ☞ **SO THAT + S + MODAL AUXILIARY\***

(\*Ex. of modal auxiliaries: 'can,' 'will'. In a past context, use 'could,' 'would,' 'might'...).

✚ **Taking stock of sth.** (*Faire le bilan de...*)

**The pros and cons of ... are being weighed up.**

His **record** is **appraised** by ... (*Son bilan est évalué par...*)

It **is made up of** **achievements** and **failures** (*être composé de / constitué de...*)  
*And so on and so forth.*

☞ **IRREGULAR verbs:**

To **cast** – **cast** – **cast**.

To **do** – **did** – **done**.

To **fall** – **fell** – **fallen**.

To **go** – **went** – **gone**.

To **make** – **made** – **made**.

To **mean** – **meant** – **meant**.

To **rise** – **rose** – **risen**.

To **shed** – **shed** – **shed**.

To **sink** – **sank** – **sunk**.

...

...