Monologue on trends

Increasing pace of progress changes every aspect of society so fast people now can experience several technological revolutions themselves throughout their lives. It’s useful to talk about modern society and its prospects in terms of trends – some general direction into which something is changing, a popular idea which takes over some significant social or technological sphere. Let’s try to find out about the way trends develop and who influence them.

A good analogy for us to better understand the way trends work is epidemics: they start in small way, then spread very quickly until they take over the population and appear to be everywhere. Eventually, they will slow down dramatically or die out suddenly. But who starts these trends? What type of people are the trendsetters? Usually they are the ones who have wide social circles, know a lot of people and as a result also trend to come from a variety of social, cultural, professional and economic circles. If they pick up on something interesting, many different people get to know it as well. Connectors, as these people are called, set many fashions as they usually can afford designer fashion. New fashion trend falling into decline in abroad, exaggeratedly wide clothes for example, was mostly forced by that kind of people. However, fashion trends have a trait of getting out of fashion quickly. Maybe in few weeks we’ll see Connectors go overboard about something else.

Trends can also raise issues for particular people. Fashion victims suffer greatly from existence of fashion trends and the rate of their appearance and death. For example, my sister is a one. She often buys clothes she doesn’t need but which are popular at the moment. But it’s also important to be fashion-conscious at least a little as fashion is big part of today’s world.

Speaking about the music, we have to admit that it’s hugely influenced by trends. Three hundred years ago music trends lasted for dozens or hundreds of years, but now we have a situation when people changed their tastes completely in just 5-10 years. In 00’s pop-rock was the most popular genre and from the beginning of 10’s hip-hop music dominates the charts completely. Who knows, maybe we’ll have a revival of music popular sometime ago. Another thing that changed is the way people get music: now everyone prefers streaming to any other way of listening. I personally think that is a good trend as it lowers the amount of piracy in music industry.

Actually, there’s one big trend that influences most of other smaller trends: more and more information is being transferred in cloud storages. It’s quite convenient for final users as they don’t have to have a lot of space on their computers. If you want to share your data with someone else, you can simply give them access to the cloud storage. I can predict that this trend is not falling into decline anytime soon.

Overall, trends are getting more and more fast-paced and making more and more impact on every day’s life of people.

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| ***You are going to give a talk about TRENDS.*** | Vocabulary\* | Linking Words and Phrases\* |
| *REMEMBER!*  Your speech will be graded according to the following criteria: relevance, coherence, fluency, grammar & vocabulary (*see «Параметры и критерии оценки МВ»).* | *Fill in the columns with*   * *words, collocations and idiom,* * *linking words*   *on the topic ‘Trends’ (see Appendix 10).* | |
| **Step 1. Introduction**  1. Make up a hook sentence that will attract listener’s attention to your speech (a quote, proverb, tongue-twister, etc.)  2. Lead your speech steadily to the 2nd step.  3. Introduction consists of 4-6 sentences. | Find out  Take over  Significant | Let’s |
| **Step 2. It’s the New Thing**  1. Speak about the way trends develop and people that influence them.  2. … the current trend in Russia or abroad. When will it become old-fashioned? | Die out  Slow down  Start trend  Trendsetter  Dramatically  set fashions | Eventually  Usually  As a result |
| **Step 3. Trends in Fashion**  1. Speak about the fashion trends that influence people today and the trendsetters contribution to it. Give the exact example.  2. Are you a fashion victim? Why? Remember some person who is. | afford designer fashion  getting out of fashion  go overboard about | However  Maybe  For example |
| **Step 4. Death of the Music Industry?**  1. Speak about the current trends in music industry.  2. How do people get music? What is piracy? Why does it exist? | have a revival  prefers streaming  piracy | Speaking about  Who knows  Another thing |
| **Step 5. CREATIVE THINKING**  Introduce your own extra idea(s) on trends that hasn’t/haven’t been mentioned before. Substantiate your choice. | Fall into decline | Actually |
| **Step 6. Conclusion**  1. Repeat the main idea of the introduction in other words.  2. Summerise the ideas of steps 2,3,4,5. |  | Overall |

\* You may use the information in the first column while taking the floor (the other columns will be concealed by folding).