

Monologue on *TRENDS*

Active Vocabulary: 24, Grammar Structures: 4, Linkers: 14. Total: 1020 words.

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<i>You are going to give a talk about TRENDS.</i>	The text of the monologue	Vocabulary, Grammar Structures, Linking Words and Phrases
Step 1. Introduction 1. Start with a hook sentence that will attract the listener's attention (a quote, a proverb, etc.). 2. Lead your speech steadily to the main part of your talk. 3. The introduction may consist of 3-6 sentences.	<p>"The only constant in life is change." This sentiment deeply resonates in our ever-evolving world. Today, I want to take you on a journey through the intriguing realm of trends, those subtle yet powerful forces that shape our lives, and explore why they matter to all of us.</p>	<p>"The only constant in life is change."</p>
Step 2. It's the New Thing 2.1. What is a trend? Speak about the way trends develop and people who are influential in their development. 2.2. Explain why trends might be important to business owners.	<p>To begin with trends are in a perpetual state of flux, and it's often a challenge to keep pace with the rapid emergence of overnight sensations on platforms like YouTube and viral marketing campaigns. Furthermore, these trends have a way of captivating the masses at lightning speed, defying our conventional understanding that change unfolds gradually. In fact, the term "tipping point," originally from the world of physics but now widely adopted across diverse fields like economics and ecology, describes this phenomenon. In sociology, the tipping point concept was initially introduced by Morton Grodzins, who examined the movements of people in and out of neighborhoods in America. However, it found greater resonance in the context of trends. Moreover, thanks to Canadian author Malcolm Gladwell, his best-selling work, "The Tipping Point: How Little Things Can Make a Big Difference," draws parallels between shifts in behavior and the birth of new trends. Furthermore, he compares the dynamics of disease outbreaks to how these trends experience a sudden surge in popularity, swiftly saturate the cultural landscape, and then gradually fade away. Nevertheless, they may potentially have a revival years or even decades later. He also emphasizes the significant role of word-of-mouth in trend adoption. Additionally, he identifies three pivotal influencer types: Connectors, those with vast networks; Mavens, knowledgeable experts; and Salesmen, persuasive influencers. In the contemporary age of social networking, trends have transcended geographical boundaries to become global phenomena.</p> <p>For business owners, staying in tune with trends is a matter of strategic significance. It's about</p>	<p>To begin with overnight sensations viral marketing campaigns Furthermore In fact concept was initially introduced However Moreover Nevertheless have a revival Additionally ahead of competitors tapping into trends gain sales grab the headlines understanding the spending power aspire to have the same lifestyle and possessions Thus On the whole move rapidly through the population</p>

	<p>being one step ahead of competitors and tapping into trends to gain sales and grab the headlines. Furthermore, understanding the spending power of consumers who aspire to have the same lifestyle and possessions as their beloved celebrities is pivotal. Thus, viral marketing campaigns have the potential to be game-changers for businesses. On the whole, as trends move rapidly through the population, creating opportunities for entrepreneurs. Leveraging Gladwell's identified influencer types – the Connectors, Mavens, and Salesmen – can significantly impact a brand's success. In today's dynamic and ever-evolving marketplace, keeping a close eye on emerging trends is not merely a matter of curiosity; it's a strategic necessity for business owners looking to thrive in the modern business landscape.</p>	
<p>Step 3. Trends in Fashion</p> <p>3.1. Speak about factors affecting fashion trends. How do fashion trends start?</p> <p>3.2. What sort of clothes do you prefer to wear? What do clothes tell you about someone's personality?</p>	<p>Fashion trends are undeniably influenced by cultural factors; hence, it's imperative for those in the industry, be it designers, retailers, or buyers, to stay aware of social and cultural movements. These influences can be categorized into three primary types: high culture, pop culture, and subculture. First of all, high culture, inspired by the visual arts like painting, sculpture, and photography, often serves as a guiding light for fashion designers. On one hand, they might draw from the creative essence of artists like Pablo Picasso or contemporary sculptors like John Chamberlain to create collections that are the height of fashion. On the other hand, pop culture, finds its pulse in celebrities. Athletes, film stars, television personalities, and musicians often set the trend. Iconic shows such as "Mad Men" have a major influence on people's thing choices. They strive to emulate the stars they see on screen. Celebrities become role models, and fashion companies swiftly engage them for product endorsements and advertising campaigns. Subculture represents movements and groups that exist outside the mainstream, encompassing street culture, graffiti, hip hop, and more. For instance, the surf and skateboard culture has a lasting influence on the fashion choices of young people, particularly in the realm of sports and streetwear. Besides, the interplay of these cultural factors gives rise to fashion trends. As a result, understanding them is crucial for predicting future trends in the ever-evolving fashion landscape.</p> <p>If you ask me, you need to be prepared that I won't give you the proper answer, but when it comes to fashion, people choose their preferences and styles based on their surroundings. For example, your choice of clothing can convey a lot about your personality. Some people go for the</p>	<p>ahead of competitors tapping into trends gain sales grab the headlines understanding the spending power aspire to have the same lifestyle and possessions Thus On the whole move rapidly through the population to stay aware of social and cultural movements First of all On one hand On the other hand height of fashion For instance has a lasting influence Besides As a result If you ask me For example to buck the trend</p>

	<p>must-have items, while others prefer to buck the trend by choosing unique, less common pieces. Are you someone who likes to shop at a high street fashion store, or do you seek out one-of-a-kind garments to make a fashion statement? As an illustration, the decisions we make in clothing often reflect our individuality, our tastes, and even our values.</p>	<p>Are you someone who likes to shop at a high street fashion store, or do you seek out one-of-a-kind garments to make a fashion statement? high street fashion store; or do you seek out one-of-a-kind garments to make a fashion statement As an illustration</p>
<p>Step 4. Describing a trend</p> <p>4.1. Speak about current trends in different areas (e.g. education, work, music industry, etc.) that young people follow.</p> <p>4.2. Choose one of the trends you have mentioned in 4.1 and describe major changes caused by the trend.</p>	<p>Fashion may be the most visible arena for trends, but they exist in various other fields as well. In education, there's a constant trend towards digital learning and personalized experiences. Moreover, the world of work is changing rapidly with the rise of remote work and the gig economy. In the music industry, streaming platforms have become the new rock and roll, altering how we consume music.</p> <p>However, let's focus on one trend that has gained significant traction among young people – the wellness movement. The wellness trend has brought about a revival of traditional practices like yoga and mindfulness. It's twice as popular among the younger generation as it was a decade ago. Consequently, there has been a noticeable upward trend in businesses offering wellness services, from meditation apps to organic food stores. This trend has shown the results of a study highlighting the increasing importance of physical and mental health in our lives</p>	<p>there's a constant have become the new rock and roll It's twice as popular among the younger generation as upward trend shown the results of a study</p>
<p>Step 5. CREATIVE THINKING</p> <p>Introduce your own extra idea(s) on trends that hasn't/haven't been mentioned before. Justify your choice.</p>		
<p>Step 6. Conclusion</p> <p>Summarise the ideas of steps 2,3,4,5.</p>	<p>In conclusion, in the ever-evolving tapestry of our lives, trends stand as powerful, dynamic forces that shape our world and influence us all. From the rapid emergence of overnight sensations to their impact on various aspects of our society, trends are a fascinating lens through which we view the changes that define our existence. As a matter of fact, whether we're discussing the way they swiftly captivate the masses or their essential</p>	<p>In conclusion As a matter of fact</p>

	<p>role in business strategy, trends are a testament to the adaptability and innovation that define our world. They are more than just fleeting novelties; they are the driving forces of change, forever guiding us toward the future.</p>	
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