

<i>You are going to give a talk about TRENDS.</i>	The text of the monologue	Vocabulary, Grammar Structures, Linking Words and Phrases
<p>Step 1. Introduction</p> <ol style="list-style-type: none"> 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>Yves Saint Laurent said that trends come and go, but style is forever. In our fast-paced world, trends not only define what is fashionable but also transform how we live, work, and interact with each other. Whether in business, entertainment, or our daily routines, understanding trends is crucial for adapting to evolving societal norms, particularly for those keen to remain stable in their industries. Today, I aim to explore trends, their significance, and their far-reaching impacts across various sectors, helping us appreciate why we must stay aware of social and cultural movements.</p>	
<p>Step 2. It's the New Thing</p> <ol style="list-style-type: none"> 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>Firstly, what is a trend? A trend represents a general direction in which something is developing or changing. These trends often emerge from influential individuals—celebrities, influencers, and thought leaders—who have the power to move rapidly through a population and capture the public's attention. When new ideas or behaviors are introduced, they can easily be turned into viral marketing campaigns that resonate deeply across demographics.</p> <p>For business owners, recognizing trends must be considered essential. For instance, by tapping into a trend early on, businesses can be one step ahead of their competitors and gain sails significantly. Moreover, if companies understood the spending power of their target markets, especially younger consumers, they might align their offerings with what is currently all the rage. In today's world, where trends can change overnight, staying informed is key to success.</p>	
<p>Step 3. Describing a trend</p> <ol style="list-style-type: none"> 3.1. Speak about current trends in different areas (e.g. education, work, music industry, etc.) that young people follow. 3.2. Choose one of the trends you have mentioned in 3.1 and describe major changes caused by the trend. 	<p>Let's take a closer look at some current trends that young people are gravitating towards across various domains, such as education, work, and the music industry. In the education sector, online learning platforms are trending upward. They have become nearly the same</p>	

	<p>as traditional classroom experiences, offering flexibility for students who demand a more personalized approach. Furthermore, remote work now is the new rock and roll.</p> <p>Focusing on the music industry, we can observe a significant trend towards streaming services, which have transformed how we consume music. This shift has led to major changes due to physical album sales have plummeted, while digital downloads and curated playlists are showing a monumental rise. A single can now grab the headlines and become a must-have item on platforms like Spotify or Yandex Music, often with streaming revenue reaching a peak that is double the amount generated by physical sales just a few years ago.</p>	
<p>Step 4. CREATIVE THINKING Introduce your own extra idea(s) on trends that hasn't/haven't been mentioned before. Justify your choice.</p>	<p>Imagine a future where mental wellness becomes a core element of marketing strategies, transforming how products and services are presented. Companies might offer services aimed specifically at mental health, thereby bucking the trend of purely profit-driven models. This shift could have lasting influence, creating a culture where companies not only focus on profits but also on fostering healthier lifestyles among their consumers.</p>	
<p>Step 5. Conclusion Summarise the ideas of steps 2,3,4.</p>	<p>To summarize, in navigating these ever-changing landscapes, let us remember that while trends may fluctuate, they have a lasting influence on our culture and choices. In conclusion, by staying informed and aware of social and cultural movements, we can better prepare ourselves for the future, understanding how to predict future trends and adapt as necessary.</p>	

Active Vocabulary: 18, Grammar Structures: 4, Linkers: 10. Total: 501 words.