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Monologue on *TRENDS*

Words: 589; Vocabulary: 19; Grammar Structures: 4; Linking Words and Phrases: 14.

You are going to give a talk about TRENDS.	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.	**"Trends are the invisible forces that shape our society,"** as experts often say. **To begin with,** trends influence what people buy, wear, and even how they behave. **In fact,** they move rapidly through a population, often becoming **an overnight sensation**. **Moreover,** trends help businesses **gain sales** and stay **one step ahead of their competitors**. **As a matter of fact,** understanding trends is essential for companies, marketers, and even individuals who want to **tap into a trend** successfully.	V: 4 L: 5
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.	A trend is a new thing or idea that **moves rapidly through a population** and often **grabs the headlines**. Some trends become **an overnight sensation**, while others develop more slowly but remain influential over time. **For example,** fashion influencers and social media celebrities often **tap into a trend**, making it popular among large audiences. **Moreover,** trends can **have a revival**, returning to popularity after some time. **As a matter of fact,** trends reflect what people value and how society is evolving. **In addition,** trends are extremely important for business owners because they help companies **gain sales** and stay **one step ahead of their competitors**. **For instance,** launching **a viral marketing campaign** that follows current trends can attract attention and increase profits. **Moreover,** if businesses **do not tap into trends**, they may lose customers to competitors. **As a consequence,** tapping into trends can make businesses more competitive and successful in the market.	V: 5 L: 4 G: 1
Step 3. Describing a trend 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.	**Firstly,** in education, online learning platforms have become **all the rage**, allowing students to study from anywhere. **Secondly,** in the work environment, remote work is **the new rock and roll**, attracting young professionals who prefer flexibility and **have the same lifestyle and possessions**. **Moreover,** in the music industry, streaming services and social media influence what songs **grab the headlines** and become **an overnight sensation**. **In addition,** sustainable fashion trends **move rapidly through a population** and often **have a revival**, showing that young people **are aware of social and cultural movements**. **As a matter of fact,** following these trends allows businesses to **tap into a trend** and **understand the spending power** of consumers.	V: 8 L: 3 G: 1

	For example, remote work has caused major changes in how companies operate. **In particular,** digital tools and virtual collaboration platforms **are now being used by businesses**, which helps them gain sales and remain one step ahead of their competitors. **Moreover,** trends in remote work have led to an **upward trend** in co-working spaces and flexible job contracts, showing that trends **tap into the spending power** of young professionals. **As a result,** employees can balance work and personal life more effectively, while companies innovate and attract talent. **In conclusion,** remote work is expected to **have a lasting influence**, and experts try **to predict future trends** to remain competitive in business.	
Step 4. CREATIVE THINKING Introduce your own extra idea(s) on trends that hasn't/haven't been mentioned before. Justify your choice.	**In addition,** virtual reality (VR) experiences could become **all the rage** among young people, changing how they socialize and learn. **For instance,** VR classrooms and concerts can provide immersive experiences that **would have been impossible a few years ago**. **Moreover,** some businesses choose **to buck the trend** by focusing on traditional methods, yet they can still **gain sales** by offering unique experiences. **As a result,** the number of VR users is expected **to rise by 25%** in the next few years. **In conclusion,** following innovative trends like VR allows both companies and individuals to stay **one step ahead of their competitors**.	V: 2 G: 2
Step 5. Conclusion Summarise the ideas of steps 2,3,4.	**To sum up,** trends **move rapidly through a population** and help businesses **gain sales**, while shaping lifestyles and influencing society. **In conclusion,** following and sometimes **bucking the trend** allows companies and individuals to stay **one step ahead of their competitors**.	L: 2