

## Trends and fads

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**A fad – a style, activity, or interest that is very popular for a short period of time: the latest health fad**

*E.G.: There was a fad for wearing ripped jeans a few years ago.*

Trends have a much longer lifespan than fads. In fact, they can continue to be fashionable for years and even decades. The primary difference between a trend and a fad is that trends have the potential to be long-term influencers on the market.

*Activity 1. Do you recognize the trends on the picture? What are they? Which of them have you followed?*



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### *Activity 2. Discuss the questions:*

1. What are some fads now?
2. What were some fads when you were in high school/college/university?
3. Why do you think people pay attention to fads?
4. What fad influence your life the most?
5. How do fads start and who starts them? Today? In the past?
6. What media influences how fads evolve?
7. If you wanted to start a trend, how would you go about it?
8. How long does it take for a fad to die out?
9. What are the current trends in  
fashion/electronics/music,books,movies/dating,relationship?
10. How do you learn about the current trends?
11. Are there any current trends you don't like?
12. Are there any trends from the past you hope come back?
13. Are there any trends from the past you hope never come back?
14. What sorts of trends do you think will develop in the near future?
15. Name a trend that you followed.

### *Activity 3. Study the article with 10 recent trends and fads.*

<https://listaka.com/top-10-latest-fads-and-trends-among-teens-today/>

For each point, answer the questions:

- Do you like this idea?
- Is it common for your area?
- Do you follow this trend/fad? Why? / Why not?

How do you think, which of them are temporary fads and which of them have a potential to become trends?