WARM-UP:

Look at these features below. Decide which describe a fad (F) and which describe a trend (T):

A. the society adapts it even though it seems impractical or useless
B. has the power to shape the future of the market
C. doesn’t spread equally everywhere and not at the same pace
D. the process during which the mainstream accepts it is long
E. leads to the development and introduction of other products/services
F. rather doesn’t correspond to the changes in society
G. can be a game-changer but fades away fast
H. is limited to some parts of the market
I. results in a short-term success of some products
J. may be connected with changing people’s lifestyle, needs or behaviour

VIDEO COMPREHENSION:
source: https://www.youtube.com/watch?v=RMx7P8m5Bf8

1. In pairs, try to answer the following questions:
   A. Why is understanding trends and fads critical for organizations?
   B. What kind of benefits can come from utilizing fads?
   C. Why trends are more important for organizations?
   D. How to figure out whether something is a fad or a trend?

2. Watch a short YouTube video and check how it answers these questions.

3. Listen to the second part of the video and fill in the gaps below:

   A. Fads disappear fast when the _____________ of their novelty is gone.
   B. Fads can serve as a _____________ for new audiences.
   C. Trends have identifiable and explainable rises that are _____________ by audience needs.
   D. If an organization _____________ trends then the evolution stops.
   E. If you approach _____________ fads as trends the organization may burn out.
   F. Treating fads like trends may result in organizations becoming _____________.
   G. We may assume that trends _____________ affect some form of an organization's engagement strategy.
   H. This isn't a _____________ trick but it can help your organization think about strategically incorporating the needs between fads and trends.

COOL IDIOM

to CRY WOLF - to cry or complain about sth when nothing is really wrong // to raise an alarm
DISCUSSION AND VOCABULARY:

1. Check the expressions below and use them in the next task:

   They are **BOUND TO** change jobs before the end of the year.
   They are **LIKELY TO** change jobs before the end of the year.
   They are **(HIGHLY) UNLIKELY TO/ DOUBTFUL** change jobs before the end of the year.

   In all **likelihood**
   There’s a **good chance** our competitors will be cutting their costs
   It’s a **safe bet**
   It’s a **long shot**

2. Look at the following list of present and past products, services, concepts and activities. Which do you think are trends? Which are fads? Why?

   360 video and photography
   PokemonGo app
   electric car
   Snapchat
   mobile banking
   Facebook reactions
   selfie sticks
   digital assistants (Siri/Cortana)
   virtual reality
   Internet of Things

   mass customization
   interactivity
   infographics
   one-click payments
   Black Friday/Cyber Monday online
   e-cigarettes
   2-step authorization/login
   subscription-based businesses
   hyper-local products
   wearable technology