

OUR CHANGING LIFESTYLES: TRENDS AND FADS

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A person who comes to live in the United States for a few year usually notices that lifestyles seem to change very fast. It is more than just clothing and hairstyles that are in style one year and out of date the next; it's whole way of living. This person might notice that one year people wear sunglasses on top of their heads and that they wear jeans and boots; that they drink whites wine and eat sushi at Japanese restaurants; that for exercise they jog several miles a day. However, the next year they notice that everything has changed. Women wear long skirts; people drink expensive water from France and eat pasta at Italian restaurants; everyone seems to be exercising at health clubs.

Almost nothing in modern life escapes the influence of fashion; food, music, exercise, books, slang words, movies, furniture, places to visit, even names go in and out of fashion. For a while, it seems that all new parents are naming their babies Heather, Dawn, Eric, or Adam. These names are “ in. ” Then suddenly, these same names are “out,” and Tiffany and Jason are “in.” It's almost impossible to write about specific fads because these interests that people enthusiastically follow can change very quickly.

In the United States, even people can be “in” or “out.” Like people in any country, American enjoy following the lives of celebrities: movie stars, sports heroes, famous artists, politicians, and the like. But Americans also pay a lot of attention to people who have no special ability and have done nothing very special. In 1981, for example, an unknown elderly women appeared in a T.V. commercial in which she looked at a very small hamburger and complained loudly, “Where's the beef ?” These three words made her famous. Suddenly she appeared in magazines and newspaper and on TV shows. She was immediately popular. She was “in.” In 1987 an exterminator in Dallas, Texas decided that he would be very happy if people pay him to kill the insects and rats in their house. He put an unusual advertisement in a Dallas newspaper: He offered to pay \$1,000 to the person who could find the biggest cockroach. This strange offer made him suddenly famous. There were stories about him nationwide – from New York to California. He was “in.” However, this kind of fame does not

last long. Such people are famous for a very short time. They are fads.

What causes such fads to come and go? And why do so many people follow them? Although clothing designers and manufacturers influence fads in fashion because they want to make a profit, this desire for money doesn't explain fads in others areas, such as language. For example, why have teenagers in the past twenty-five years used-at different times-the slang words groovy, boss, awesome, or rad in to Jack Santino, an expert in popular culture, people who follow fads are not irrational; they simply want to be part of something new and creative, and they feel good when they are part of an "in group." Fads are not unique to the United States. Dr. Santino believes that fads are common in any country that has a strong consumer economy- e.g. Britain, Japan and Germany. However, in the United States there is an additional reason for fads: Most Americans seem to feel that something is wrong if there isn't frequent change in their lives.

Dr. Santino points out that it's sometimes difficult to see the difference between a fad and a trend. A fad, he says, lasts a very short time and is not very important. A social trend lasts a long time and becomes a true part of modern culture. A trend might be the use of personal computers; a fad might be certain types of computer games. A recent trend is the nationwide interest in good health, but many fads come from this trend: aerobic dancing, special diets, imported water, and the like.

A person who participates in fads should remember that they come and go very fast, and they often come back in style after ten to fifteen years of being "out." So it might be a good idea never to throw anything away. Mickey Mouse watches and Nehru jackets may soon be "in" again.

Annotations of Words and Expressions

1. style n. a manner or way of doing anything (建築.生活等)樣式, 風格
fashion, esp. in clothes (尤指衣服)時尚, 流行款式
a way of living regarded as elegant (上流的)生活方式
lifestyle: hairstyle:
The European style of architecture is now catching on in Taiwan.
Tight blue jeans, leather jackets and T-shirts are in style.
2. trend n. a general direction or tendency 傾向; 趨勢
trendy adj. fashionable 時髦的
She always sets the trend. (She is the trendsetter.)
Mary is a trendy dresser.
3. fad n. a short-lived but keenly followed interest 一時狂熱; 時尚

When people got tired of playing with Hula-Hoops, the fad died out.

4. notice n. attention 注意; 引人注目

short written information to the public 通知(報); 公告

v. to pay attention (to) with eyes 注意到

Take notice of the notice on the wall, which says “No Smoking .”

I noticed my childhood sweetheart standing behind me.

5. boots n.(pl) a covering of leather or rubber for the foot 長統靴

She bought a pair of boots.

6. sushi n. a Japanese dish of cold boiled rice flavored with rice vinegar and rolled in seaweed with raw fish, etc. 壽司

7. jog v. to move along slowly as a form of exercise 慢跑

n. the physical exercise for a period of time 慢跑

The jogger makes it a rule to jog after work.

Jogging gives your body a good workout, especially your heart.

8. pasta n. flour, eggs and water mixed and dried, e.g. macaroni, spaghetti, etc. 義大利式細麵條, 通心麵等總稱

9. escape v. to avoid; to get free 避免; 逃(亡); 逃避災難

n. means of escapes 脫逃; 避難設備

He escaped from the building house.

Unfortunately, the old building has no fire has no fire escape.

10. influence v. affect 影響 n. effect 影響

It's said that the stars will influence us.

Weather conditions have direct influence on farm produce.

11. slang n.(sl) language not usu. Acceptable in serious speech or writing and used among particular groups of people 俚語

There're many college slang, e.g. “Mickey Mouse class” and “fox.”

12. for a while phr. for a short time 暫時; 一陣子; 一會兒

Phone-card collecting has been around for a while in Europe.

13. in a. chic, sleek, fashionable 時髦的; 流行的

out a. not stylish 不時髦的;不流行的

Karaoke bars and beer houses have been “in” lately in Taiwan.

Mini-skirts are “out” this year.

14. enthusiastically adv. eagerly; excitedly 狂熱地;熱心地

The singer’s fans responded very enthusiastically.

15. celebrity n. fame; a famous person 名譽(聲);名(聞)人

The celebrity is used to wearing Pierre Cardin suits, Italian shoes and Swiss watches.

16. and the like phr. and so forth (on); and what not, etc. 等等

He enjoys boxing, hang gliding, grass skiing, and the like.

17. complain v. to say one is not satisfied 抱怨;發牢騷

Some people are always complaining.

18. offer v. to hold out to a person 提供(出)

n. statement offering to do sth. 提供(議)

Some of the department stores even offer “80% off.”

She accepted his offer of marriage.

19. insect n. sorts of animals with six legs 昆蟲

Ants, flies and butterflies are all insects.

20. cockroach or roach n. a large brown insect found in dirty places 蟑螂

21. nationwide adj. everywhere in the country 全國性的;遍及全國

There will be a nationwide election in December.

22. come and go phr. to pass or disappear quickly 變化不定;忽來忽去;轉瞬消失

Money will come and go.

23. designer n. a person who make plans or patterns 設計師

She is a fashion designer.

He’s interested in Japanese cameras and designer sunglasses.

24. manufacturer n. a person or firm producing goods 廠商;製造業

Some manufacturers in Taiwan make stuffed “Totoro” toys with built-in whistles.

24. profit n. money gained by a business 利益 (潤)

The profits in this business are not large.

25. irrational a. of people and their acts not done by using reason 無理性的

It is irrational to be afraid of the number 4 in Taiwan.

26. fashion n. the way of dressing or behaving that is considered the best (服裝等) 流行;
方式;做法

Women are apt to keep up with the latest fashions (styles).

27. unique a. being the only one of its type 獨一無二;獨特

She dresses differently from others to show that she is unique.

28. aerobic a. requiring the presence of oxygen to sustain life 有氧的

aerobics n. a form of exercise in increasing the amount of oxygen in the blood and
strengthening the heart and lungs. 有氧運動

29. participate v. to take part in an activity or event 分享 (擔);參與

He didn't participate the board meeting this morning.

30. Nehru (1889-1964) the first prime minister of the Republic of India 尼赫魯;印度政治家
與第一任總理

QUESTIONS & ANSWERS

1. What is “lifestyle”?
2. What will fashion influence in modern life?
3. Why do people follow fads?
4. Can people be “in” or “out”? Give examples.
5. Where are fads common?
6. What is the additional reason for fads in America?
7. Can you tell the difference between a fad and a trend?
8. What are the fads in Taiwan these days in clothing and language, etc.?
9. Are there any fads that you follow? If so, why do you do this?

WORD STUDY

A. 表示『人』的名詞字尾(Suffixes): -an, -ian, -er, -or, -ist,
e.g. American Italian politician actor artist

Exercise:

1. A school bus (drive) must be very careful.
2. He is a car/machinery/shoes(design).
3. A person whose job is to kill animals such as rats or mice is a (exterminate).消滅(害蟲)的人

B. Negative Prefixes: in-, im-, un-, ir-= not
e.g. impossible unknown irrational

Exercise:

1. He put an (usual) advertisement in a Dallas newspaper.
2. Responsible:
3. Regular:
4. In style (fashion):

SENTENCE STRUCTURE

A. 連接詞 that 的省略

(一) that 常用來引導-附屬(名詞)子句做動詞的受詞，此時 that 沒意義，可省略;但若全句有二個以上的附屬子句做受詞時，第二個 that 以下不能省

e.g. He believes (that) fads are common in any country.

He might notice (that) one year people wear sunglasses on top of their heads and that they wear jeans and boots....

(二) be+adj. (大部份表情感)加 that 子句，that 亦可省略

e.g. I'm glad (that) I have a share of the profits.

I'm sorry (that) you fell out of love.

B. 標點符號的使用

(一) 分號(;)的使用

兩個或多個獨立子句關係密切，可省略對等連接詞，改用分號標出。

e.g. It's more than just clothing and hairstyles that are in style one year and out of date the next; it's whole way of living.

A trend might be the use of personal computers; a fad might be certain types of computer games.

Exercise:

1. Then, suddenly, these same names are “out,” and Tiffany and Jason are “in.”
2. A recent trend is the nationwide interest in good health, but many fads come from this trend....

(二) 連字號 (-) Hyphen 的使用

- (1) 十位數-個位數 e.g. twenty-one, ninety-nine
- (2) 複合字 e.g. looker-on go-between part-time well-know forget-me-not man-made

(三) 破折號 (—) Dash 的使用

- (1) 表示一句話突然轉變或中斷，或代替逗點來介紹要強調的事物
e.g. Why have teenagers in the past twenty-five years used-- at different times-- these slang words?
I've make a resolution -- to be a useful man.
- (2) 摘要敘述之前
e.g. There were stories about him nationwide — from New York to California.
- (3) 可用來介紹舉例
e.g. any country that has a strong consumer economy -- e.g., Britain, Japan and Germany.

(四) 冒號 (:) 的用法

- (1) 冒號可用來重申或解釋前面的句義
e.g. There is an additional reason for fads: Most Americans seem to feel that something is wrong....
- (2) 冒號可用來介紹舉例
e.g. Americans enjoy following the lives of celebrities: movie stars, sports heroes, famous artists, politicians etc. Many fads come from this trend: aerobic dancing, special diets, imported water, and the like.
- (3) 冒號後完整的句子，若作者要強調將它清楚地分開時，其開頭第一個字母可大寫。
e.g. He put an unusual advertisement in a Dallas newspaper: He offered to pay \$1,000 to the person....

C. 不定代名詞 + Adj.

e.g. Americans pay attention to those who have done nothing special.

They simply want to be part of something new and creative.

I want something to drink.

Exercise:

我說錯任何嗎？ Did I say _____ _____?

沒有嚴重的事 _____ _____ happened last week.

我沒有可抱怨 I have _____ _____ of.

D. 同位語：兩個名詞詞組相繼出現，文法功能相同，又指涉同一人或事物時，它們就是同位關係。

e.g. According to Jack Santino, an expert in popular culture, 限制用法的同位語不用逗點分開 e.g. We Chinese are a hard-working people.

EXERCISE

I. Cloze Test

(A) Many fashion-conscious young people buy clothes to create their own style and try to be different. The sixties in U.S. are remembered as mini-skirts, the Beatles, hippies and flower children. Fashioning the international trend of looking back to the fashions of 1970s, bell-bottoms, platform shoes, sandals and baggy trousers are popular for both men and women. It's said that neo-hippy 70s fashion returns because it suits the tastes of the 1990s. Therefore, there are hundreds of LA Boys look-alikes here in Taiwan, sporting baggy pants.

(B) According to a recent survey of Taiwan teenagers, the most popular electronic consumer products among the are: portable compact disc (CD) players, fast 125cc Sanyan motorcycles, watches, beepers mobile phones and liquid crystal display (LCD) TV sets. The new breed of youth (新人類) want to be as cool as Arnold Schwarzenegger (阿諾·史瓦辛格) in Terminator 2 (魔鬼終結者 II). For them, "being cool" is a way of life. The coolest outfit, by far, is 501 jeans, the leather jacket and a T-shirt.

II. Translation

1. Okinawa offers a great escape.

2. The lifestyles of Yuppies, Dinks , Punks, and Single Nobility are common with the Me generation.
3. 年輕人認為穿 Polo shirts 和名牌的球鞋(brand-name sneakers)很拉風(all the rage).
4. 最近抓抓樂 (娃娃) 這項遊戲很風行. (a fad)
5. 棒球卡片收集現在很流行.(catch on)
6. “我有話要說” (something) 是年輕人流行的口頭禪 (catch phrase)

III. Grammar

1. How many (1.furniture 2.furnitures 3.piece of furnitures 4.pieces of furniture) are there in the room?
2. Some people enjoy (1.show 2.to show 3.showing) off their talents for singing in the karaoke café.
3. Brown wanted to do (1.something special 2.special something 3.special some things 4.some things special) for his son.
4. To know is one thing (1., 2.; 3.— 4. :) to practice is another.

IV. Sentence Making

1. According to
2. Instead of
3. Throw. Away
4. More than
5. Point out