

**1. [trend] n****1. направление**

the trend of a coast-line - направление береговой линии  
 the hills have a western trend - горы идут на запад

**2. 1) общее направление, тенденция**

the trend of events - направление развития событий  
 a literary trend - литературноетечение  
 the trend of human thought - эволюция человеческой мысли  
 the trend of his thoughts - ход его мыслей  
 the main trends in the evolution of modern society - основные тенденции в эволюции современного общества  
 the underlying trend is worrisome - (эти) скрытые тенденции вызывают беспокойство  
 there was no clear trend in the market for securities - было неясно, как будет изменяться курс ценных бумаг на рынке

**2) тренд (в статистике)****3. мода, стиль**

the latest trend in clothes - последний крик моды в одежде  
 to set a new trend - ввести новую моду

**4. геол. простирание****2. [trend] v****1. отклоняться, склоняться (в каком-л. направлении); клониться**

the river trends northwards - река течёт к северу

**2. иметь тенденцию; быть направленным**

events trend towards a reconciliation - дело идёт к примирению  
 prices are trending upwards - цены постоянно растут  
 people have a right to know how affairs are trending - люди имеют право знать, в каком направлении развиваются события

**trend**

Oxford Advanced Learners Dictionary 8th Ed.

**trend** AW [trend trends trended trending] BrE [trend] <sup>u</sup> NAmE [trend] <sup>u</sup> noun

a general direction in which a situation is changing or developing

- **economic/social/political trends**
- ~ **(towards sth)** There is a **growing trend** towards earlier retirement.
- ~ **(in sth) current trends** in language teaching
- **a downward /an upward trend** in sales
- You seem to have **set** (= started) a new **trend** .
- This trend is being reversed (= is going in the opposite direction) .
- One region is attempting to **buck** (= oppose or resist) the **trend** of economic decline.
- The **underlying trend** of inflation is still upwards.

Word Origin:

Old English *trendan* 'revolve rotate', of Germanic origin; compare with **trundle**. The verb sense 'turn in a specified direction' dates from the late 16th cent, and gave rise to the figurative use 'develop in a general direction' in the mid 19th cent., a development paralleled in the noun.

Language Bank:**fall***Describing a decrease*

- Car crime in Oxford **fell significantly** ▪ last year.
- Car crime **fell** ▪ by about a quarter over a 12-month period.
- The number of stolen vehicles **dropped** ▪ from 1 013 to 780, **a fall of** ▪ 26 per cent.
- According to this data, 780 vehicles were stolen, 26% **down** ▪ on the previous year.
- There was an 11% **drop** ▪ in reported thefts from motor vehicles, from 1 871 to 1 737.
- These figures show that, as far as car crime is concerned, **the main trend is downwards** ▪.

Language Banks at **↑expect**, **↑illustrate**, **↑increase**, **↑proportion**Example Bank:

- A trend for romance and nostalgia has emerged.
- Current trends suggest that car traffic will continue to grow.
- Despite this month's disappointing figures, the underlying trend is healthy.
- I can see a worrying trend in these results.
- In the 1960s, Britain set the fashion trends.
- Linen is on trend again this summer.
- The data indicates a trend towards earlier retirement.
- The increase in crime in London was just part of a wider trend.
- The latest figures show a clear growth trend in the service sector.
- We are following the American trend towards more flexible working conditions.
- a trend away from narrow specialization
- efforts to buck the current downward trend in sales
- future trends in the volume of employment
- the trend towards privatization

- A picture can be built up from an analysis of economic trends.
- The company managed to buck the trend and increase profits this year.
- The result might be a reversal of current trends.
- Their new knitwear is very on trend.
- Trends suggest that the car is becoming increasingly popular.
- You seem to have set a new trend.
- a downward/upward trend in sales
- a survey of social trends
- fashion trends in sunglasses

## trend

Longman DOCE 5th Ed. (En-En)

**trend** **S3 W2** /trend/ *BrE* <sup>ˈ</sup> *AmE* <sup>ˈ</sup> *noun* [countable]

[Language: Old English; Origin: trendan 'to turn, go around']

1. a general tendency in the way a situation is changing or developing

### trend towards

- Lately there has been a trend towards hiring younger, cheaper employees.

### trend in

- recent trends in education
- The current trend is towards more part-time employment.
- the general trend towards the centralization of political power
- A disturbing trend is that victims of violence are getting younger.
- The growing trend is for single mothers to bring up children by themselves.
- Even so, the underlying trend is positive.
- national and international economic trends
- the downward trend in the price of gold
- Successive presidents have tried to reverse this trend, but without success.

2. **set the trend** to start doing something that other people copy:

- Larger corporations are setting the trend for better maternity benefits.

3. **on trend** fashionable – used especially in magazines:

- This striped dress is bang on trend.

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## COLLOCATIONS

### ■ adjectives

- **a recent/new trend** He wrote an article attacking many recent trends in education.
- **the current/latest trend** If current trends continue, the amount of carbon dioxide in the atmosphere will double by the year 2030.
- **a general trend** (=one followed by most people or happening in most places) There was a general trend towards marriage at a younger age.
- **a growing/increasing/rising trend** a growing trend towards globalization in world markets
- **an alarming/worrying/disturbing trend** I have detected a worrying trend of late.
- **the underlying/long-term trend** (=the trend over a long period of time) The underlying trend is for rich economies to get richer.
- **a downward/upward trend** (=a tendency for something to increase or decrease) The downward trend in population growth was not seen as a problem.
- **economic/market trends** This forecast is based on current economic trends.
- **the national trend** Crime rates in Manchester bucked the national trend.
- **the international/world-wide/global trend** the global trend towards intensive farming

### ■ verbs

- **reverse a trend** (=make something start to change back) He succeeded in reversing the downward trend of the railway's fortunes.
- **buck the trend** (=do something that is not what is generally happening) The recession may still be biting, but video games company Nintendo continues to buck the trend.
- **follow a trend** Divorce rates in Scotland are following the general trend.
- **start a trend** The young started a trend toward living in the downtown area.

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## THESAURUS

- **fashion** *noun* [uncountable and countable] a style of clothes, hair, behaviour etc that is fashionable. **Fashion** is also used as an uncountable noun, when talking about all of these styles in general: the latest fashions from Donna Karan | changing fashions in popular music | I'm not interested in fashion.
- **vogue** *noun* [singular, uncountable] if there is a **vogue for** something, or it is **in vogue**, it is fashionable. **Vogue** sounds more formal and typical of the language that more educated speakers use than **fashion**: the current vogue for realistic animated films | There was a vogue for cream furniture in the 1920s. | His pictures are very much in vogue these days.
- **trend** *noun* [countable] a way of doing something or a way of thinking that is becoming fashionable or popular: The magazine focuses on the latest trends in contemporary design. | The trend is for people to wait longer to marry and have children.
- **craze/fad** *noun* [countable] *informal* a fashion, activity, type of music etc that suddenly becomes very popular, but only remains popular for a short time – often used about things that you think are rather silly: a new fitness craze | the current fad for bare white walls and uncomfortable-looking metal furniture | I'm sure it's just a passing fad (=something that will soon stop being fashionable). | fad diets
- **something is all the rage** *formal* used when saying that something is very popular and fashionable for a short time: The game was all the rage at her school.

**trend**

12500 **1983**<sup>MCW</sup>

15000 **1695**<sup>COCA</sup>

RANGE: **4k** TREND <sup>22991</sup>

trend <sup>13809</sup>

trends <sup>9182</sup>

COCA 500k Unlemmatized

<sup>9568</sup> **3040**<sup>13793</sup> *nn1*

<sup>16</sup> **199216**<sup>16</sup> *nnu*

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