

23 catch on

Study Read these sentences carefully.

- ▶ Shopping on the Internet has really **caught on** now.
- ▶ Many new inventions take a long time to **catch on** with the public.
- ▶ The compact car is rapidly **catching on** among Chinese consumers.
- ▶ The brand has been slow to **catch on** in Europe.

Check

Use the sentences in the Study box to help you do these exercises.

MEANING

Which of the following best describes this meaning of **catch on**?

- a to reach the same level or standard
- b to become fashionable or popular

GRAMMAR

Which of these are grammatically possible?

- a The idea never caught on.
- b The idea never caught on with the public.
- c The idea was never caught on.
- d The idea will never catch on.

→ Now check your answers in the key.

Practise

- 1 Rewrite the following sentences so that the meaning stays the same, using one of the forms of **catch on** below and any other words you need.

has caught on wouldn't catch on haven't caught on is catching on have caught on

- a More and more people are using broadband.

Broadband _____

- b Older people aren't interested in buying camera phones.

Camera phones _____

- c Many people now send electronic greetings cards.

Electronic greetings cards _____

- d Forty years ago, people thought that no one in the UK would buy duvets.

Forty years ago, people thought that _____

- 2 Using a form of the verb **catch on** write **four** sentences, two about things that have or might become popular or fashionable and two about things that have failed to become popular or fashionable. Here are some ideas to get you started: **cellphones, jogging, Concorde, video phones...**
