

Follow this 2-step process with the first paragraph of the text "The beginning of Costume".

- A. Underline the sentence which contains the main idea.
- B. Re- write the main idea in your own words using your notebook.

Now follow this process with paragraphs 2, 3 and 4.

**Clearing it up**

Present perfect passive

**Task**

Look back in your book to pages 169, 170 and 171 to review the form and use of the present perfect passive. Then complete the sentences.

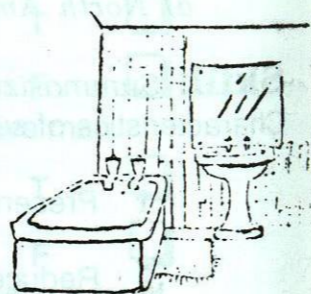
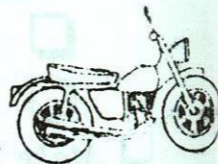
1. Skirts \_\_\_\_\_ (wear) by women for hundreds of years.
2. Body decoration \_\_\_\_\_ (use) to attract the opposite sex since ancient times.
3. Several opinions \_\_\_\_\_ (express) about the origin of clothing.
4. Several doubts \_\_\_\_\_ (raise) about all of these opinions.
5. In the last 50 years, some types of clothing \_\_\_\_\_ (accept) by both men and women.

**Words at work**

**Task**

Many words in English are made of two parts.  
Match the words from list 1 with the correct word from list 2  
For example: toothpaste

- |        |       |
|--------|-------|
| 1      | 2     |
| tooth  | bike  |
| foot   | paste |
| motor  | ball  |
| ice    | brush |
| post   | room  |
| coffee | end   |
| week   | card  |
| hair   | cream |
| living | end   |
| bed    | cut   |
| bath   | pot   |



**Time to read!**<sup>(3)</sup>

Match the trade-marks to the food types.

**FOOD TRADE-MARKS**

- Church's
- Quick
- Kool Aid
- Nescafe
- Campbell's
- Planter's
- Carl's Jr.
- Knorr
- Icelandic
- Jello
- Barcel

**FOOD TYPES**

- Beverages
- Snacks
- Soups
- Dessert
- Fast food

Read the following article as quickly as you can, and tick the most appropriate title from all those listed below.

- 1 The largest cereal company in the world.
- 2 John Harvey Kellogg.
- 3 Corn Flakes for Breakfast.
- 4 The Market Possibilities of Grains.
- 5 Breakfast Delights

Now, justify your selection and your rejections.

Why?	Why not?
_____	_____ too general
_____	_____ too specific
_____	_____ unimportant
_____	_____ irrelevant



Your title: \_\_\_\_\_

Before 1900, the idea of eating cornflakes for breakfast would not have occurred to the average American, for the simple reason that dry cereal had not been invented still. The person responsible for this relatively young American tradition was a vegetarian health faddist named John Harvey Kellogg. In the 1890s Kellogg, a physician and Seventh-Day Adventist, was medical superintendent of the Battle Creek Sanitarium, a Michigan clinic that had been founded by his sect in 1860 as the Western Health Reform Institute. For his sickly, carnivorous clientele, Kellogg devised a meatless, low-dairy regimen which he called the "Battle Creek Idea". Included in it were a battery of dried and flaked cereals and what we today call granola.

These innovations would have profited only Kellogg's own patients had it not been for two other men. One was Kellogg's brother Will, who founded what is now the largest cereal company in the world. The other was a salesman named Charles William Post, a Seventh-Day Adventist with his eye on more than spiritual matters. As a patient of Kellogg's in 1891, Post saw the market possibilities of grains, set up his own spa and business, and was soon rivaling his mentor with such products as Postum, Grape-Nuts, and Post Toasties.

Eccentricity attended the two cereal giants throughout their lives. J. H. Kellogg, creator of the best-selling breakfast cereal (Kellogg's Corn Flakes), spoke and wrote tirelessly against such evils of civilization as alcohol and tobacco. Post became a Texas rancher, experimented with rainmaking, and was the most virulent anti-unionist of his day. Perhaps the greatest oddity is the commercial legacy of these two health-food zealots: The companies that grew out of their work are now marketing such "natural" breakfast delights as Super Sugar Crisp, Frosted Rice, and Froot Loops.

**Task 1**

Complete the table according to the text.

When?	Who?	Where?	What?	Why?
1890				
1891				
1900				
Think carefully. Try to complete the missing information for now and the 90's	Many People		Eat	

**Task 2**

Match the people in the text with their personality characteristics.

- | <u>Person</u>                  | <u>Characteristics</u>  |
|--------------------------------|---|
| a) John Harvey Kellogg was...  | <input type="checkbox"/> a clever entrepreneur                      |
| b) Charles William Post was... | <input type="checkbox"/> an honest doctor                           |
| c) Will Kellogg was...         | <input type="checkbox"/> a spiritualist                             |
|                                | <input type="checkbox"/> an astute businessman                      |
|                                | <input type="checkbox"/> a materialist                              |
|                                | <input type="checkbox"/> a vegetarian worried about health problems |
|                                | <input type="checkbox"/> a humanist                                 |

- Find out how many Kellogg's products there are in the market.

Bring advertisements to class... or the products themselves

What other brand names compete with Kellogg's products?

Do you eat any of them?

Which brands do you prefer?



**Skill: Summarizing**

Write these sentences in the correct sequence. Try to join them with some of these "connectors."

Then            after that            next            now

- Charles Post recognized the market possibilities of cereal.
- John Kellogg, a doctor at the Battle Creek Sanitarium, gave his patients dried, flaked cereals as a dietary substitute for meat.
- Americans did not eat cornflakes for breakfast because dry cereal had still not been invented.
- Thousands of people world-wide eat cornflakes for breakfast because they are nutritious and easy to prepare.

---

---

---

---

---

---

---

---

**Clearing it up**

Kellogg was medical superintendent of... a Michigan clinic that **had been founded** by his sect in 1860.

What happened first:

- Kellogg as a doctor
- The existence of the clinic

Where is the subject?  
(in the 2nd sentence)

- The subject is before the action
- The subject is after the action

**Past Perfect Passive**  
**had + been + Past Participle**

**Task 1**

Ask and answer questions using the Past Perfect \* Passive.  
Work with a partner

When you were born:—Hippy fashions—launch

- When you were born, had hippy fashions been launched?
- Yes/No. Hippy fashions had (not) been launched when I was born.

- 1 Rocky —film \_\_\_\_\_
- 2 Fax —use \_\_\_\_\_
- 3 Atari —invent \_\_\_\_\_
- 4 Moon —visit \_\_\_\_\_

\* If you need to know how to use the past perfect see unit 6.



**Task 2**

Look for sentences in Past Perfect Passive in magazines, newspapers, songs. Write 5 examples you found and their source.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Words at work**

**COLLOCATION - Which words go with which?**

**Task 1**

Look at these sentences.

- a) We **drive** a car, but we **ride** a motorcycle
- b) We **do** the homework but we **make** the bed
- c) We **say** 'yes' and 'no', but we **tell** the truth or a lie

Try to match verbs to the corresponding objects.

<u>VERBS</u>	_____	<u>OBJECTS</u>
Do	_____	a mistake
Make	_____	a bicycle
Tell	_____ <i>tell</i> _____	a story
Say	_____	a truck
Ride	_____	the dishes
Drive	_____	an English exercise
	_____	a horse
	_____	a cake
	_____	a tractor
	_____	"Hello"
	_____	the time

**Task 2**

Some adjectives can only be followed by one type of preposition. For example, in English we "dream about" (not "dream with", as in Spanish) Choose the right adjective + preposition from the box to complete each space.

kind to	afraid of
interested in	enthusiastic about
different from	keen on

- 1 They are very \_\_\_\_\_ sports.
- 2 Who is \_\_\_\_\_ mice?
- 3 This English book is \_\_\_\_\_ the last one.
- 4 She is always \_\_\_\_\_ her friends.
- 5 Are you \_\_\_\_\_ getting a part-time job?
- 6 I'm \_\_\_\_\_ the neighborhood clean-up project.

Check with other classmates. Some answers may be different, but they may all be correct!



**Time to read!(4)**

**JEANS: CLASSROOM SURVEY**

You have 5 minutes to complete this questionnaire-so be quick!

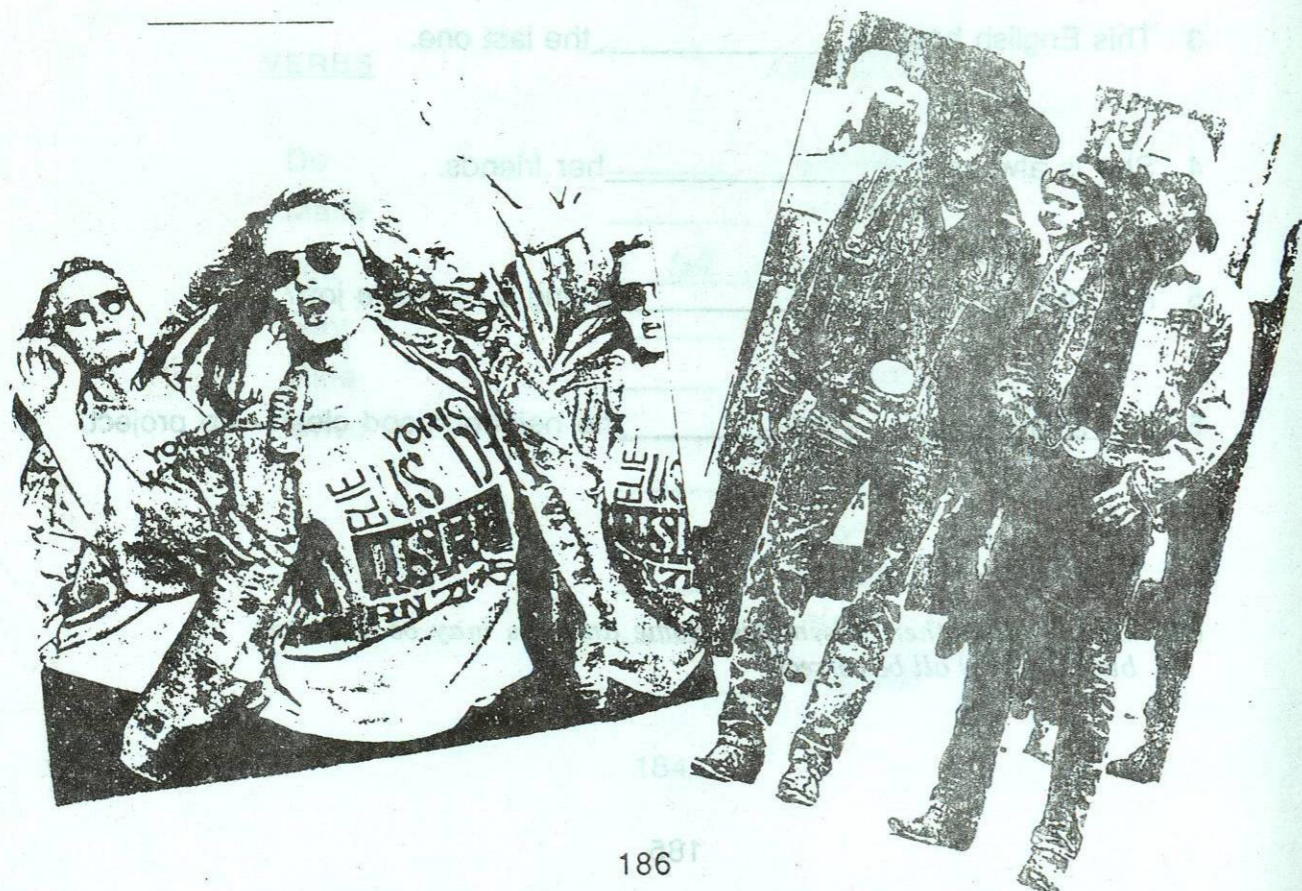
1 How many of your classmates are wearing clothes made of denim?  
\_\_\_\_\_

2 What articles of clothing are they?

- |               |                  |
|---------------|------------------|
| Jeans _____   | Waistcoats _____ |
| Jackets _____ | Shirts _____     |
| Skirts _____  | Overalls _____   |
| Other _____   |                  |

3 How many are wearing blue jeans?  
\_\_\_\_\_

4 How many are wearing blue jeans with the Levi Strauss Label?  
\_\_\_\_\_



**Task 1**

You have 30 seconds to read the passage and decide if the article is mainly about:

- a) The life of Levi Strauss
- b) Clothes for workers
- c) The origin of jeans
- d) The derivation of the name "denim"

Title: \_\_\_\_\_

Blue jeans are so widely recognized as typically American that the nation's chief storehouse of Americans, the Smithsonian Institution, keeps several pairs in its permanent collection. Their creator was a young dry-goods peddler named Levi Strauss, who had followed the Forty-Niners to California in 1850, intending to sell them tent canvas. When he discovered that they needed sturdy pants much more than tents, he began turning the canvas into "waist overalls" and soon set up in San Francisco.

His business took off, and lesser men might have been content, but Levi had his sights on perfection. In the next decade he introduced three design changes that were to make the name Levis synonymous the world over with "blue jeans." One was the addition of the reinforcing rivets that have remained his company's trademark. Another was the substitution of canvas for a durable cotton called Serge de Nimes, named for its French town origin. The "de Nimes" cloth soon became "denim". The third was the use of an indigo dye that he found he could depend on for consistent color; and thus "blue" jeans were born.

**Task 2**

Now give the passage a title.



Task 3

Read the passage again carefully. Decide if these statements are True (T) or False (F).

- |   | I                        | E                        |
|---|--------------------------|--------------------------|
| 1 The first "jeans" were neither blue nor made of denim.                      | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Levi Strauss' first store was in California.                                | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 It took Levi Strauss 25 years to create his blue denim jeans.               | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 "Denim" is a material invented by Strauss.                                  | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 You are wearing "Levis" even if the brand label is not Levi Strauss.        | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 The 3 main characteristics of Levi Strauss jeans are rivets denim and blue. | <input type="checkbox"/> | <input type="checkbox"/> |

Task 4

Choose the best completion.

- A "dry-goods peddler" was probably a:
  - A) food merchant
  - B) miner
  - C) cloth salesperson
- To "set up" probably means:
  - A) to start
  - B) to sell
  - C) to create
- "His business took off" means that it was:
  - A) quickly successful
  - B) perfect
  - C) a failure

Write a report about jeans. You can obtain information from clothing stores. Also check with your team the following data and include it in your report.

- a The most common brands in Monterrey
- b Prices
- c Your classmates' preferences
- d Reasons for c.

Skill: Summarizing

Task 1

The text about "blue jeans" has only two paragraphs, but it can still be summarized into two sentences. Try it!

- Underline the sentence (or parts of sentences) in each paragraph that contain the main ideas.
- Think of your own words to replace the words from the text.
- Write your questionnaires.

---



---



---

Task 2

Work with a partner. Choose one of these topics and find out as much as you can about it.

- The Smithsonian Institution
- The "Forty-Niners"

Clearing it up

Complete the following sentences with the Present Perfect Passive. Choose the verbs from the box. Careful! Be sure to use the past participle

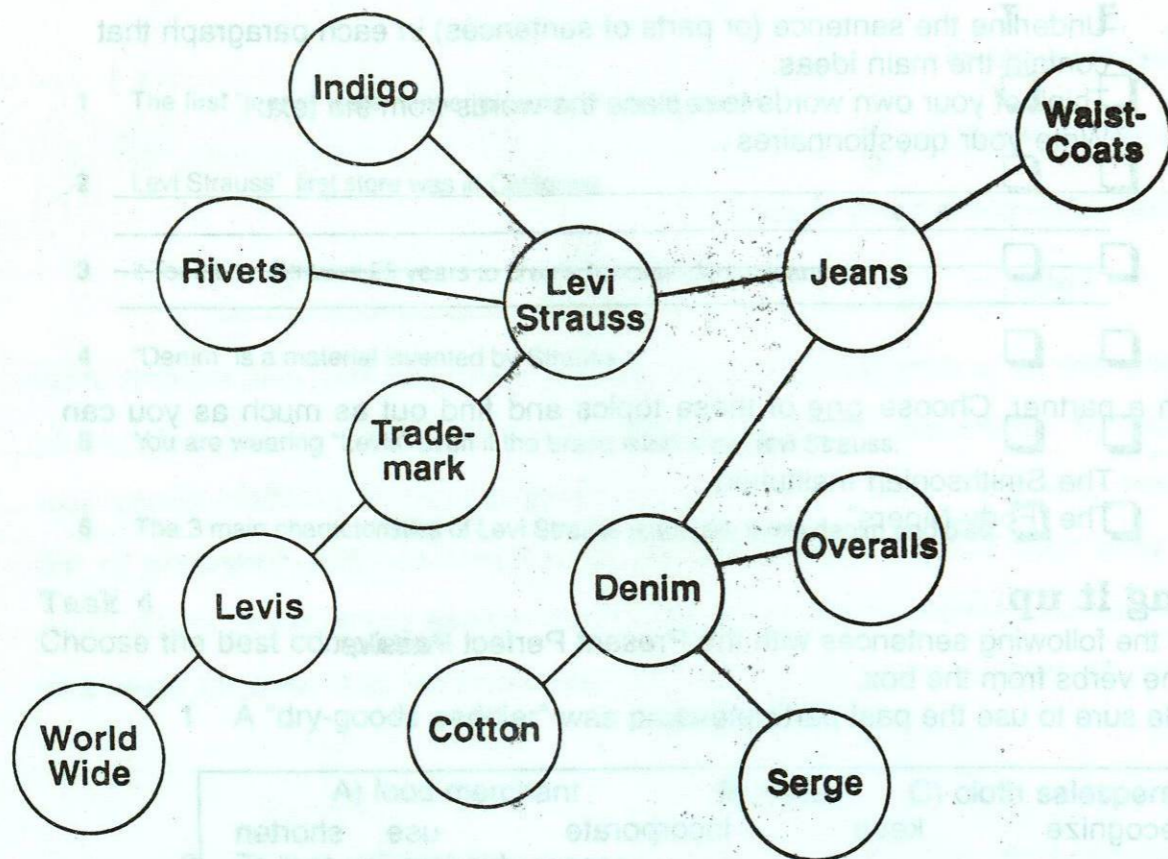
recognize	keep	incorporate	use	shorten
-----------	------	-------------	-----	---------

- Several pairs of blue jeans \_\_\_\_\_ at the Smithsonian Institution for a long time.
- The nickname "Forty-Niners" \_\_\_\_\_ by a San Francisco American football team for many years.
- Levi Strauss jeans \_\_\_\_\_ always \_\_\_\_\_ by the characteristic of reinforcing rivets.
- The name for the original "Serge de Nimes" clothe \_\_\_\_\_ to "denim"
- Denim \_\_\_\_\_ into many high fashion designs.



### Words at work

Look at this "Spidergram" of associations made from the word "trademark."



Using this as an example, choose any noun from the text on page 187 as the center of your own "Spidergram."

How many associations can you think of?

## 8 Trends

### Time to read!<sup>(1)</sup>

We find different types of texts in different media, and all can have a different purpose.

Match the purposes of a text with the different types of publications.

(Be careful! Some purposes could appear in more than one type of publication.)

- |                        |     |                        |
|------------------------|-----|------------------------|
| 1 newspapers           | ( ) | a) give information    |
| 2 magazines            | ( ) | b) express opinion     |
| 3 novels/short stories | ( ) | c) persuade directly   |
| 4 manuals              | ( ) | d) persuade indirectly |
| 5 advertisements       | ( ) | e) describe processes  |
| 6 textbooks            | ( ) | f) explain concepts    |
|                        |     | g) give definitions    |
|                        |     | h) give instructions   |
|                        |     | i) express feelings    |
|                        |     | j) entertain           |
|                        |     | k) warn                |
|                        |     | l) request             |