

4.4 Reading

Multiple matching

I can find specific details in short texts.

- 1 **CD-2.12 MP3-65** In pairs, discuss whether you think these 'jean facts' are true (T) or false (F). Then read and listen to *Jeaneology* and check your ideas.

- 1 'Denim' and 'jeans' are named after two European cities. ☐
- 2 Blue jeans were invented in Germany. ☐
- 3 Jeans were mainly worn by cowboys until World War II. ☐
- 4 During the 50s and 60s jeans were accepted by mainstream society. ☐
- 5 Every American owns about seven pairs of jeans. ☐

Jeaneology

1800s Denim was a kind of cotton made in Nîmes ('de Nîmes'). The first blue denim trousers were worn by sailors in Genoa – 'Genes' in French. 'Bleu de Genes' became 'blue jeans'.

1850s Blue jeans as we know them originated during the 1849 Californian Gold Rush. German storekeeper Levi Strauss and Latvian tailor Jacob Davis developed a stronger design using copper rivets.

1930s and 40s At first jeans were only popular in western USA and worn by cowboys. Their popularity spread after World War II.

1950s and 60s Young people started wearing jeans to imitate young Hollywood stars like James Dean. But jeans became associated with rebellious behaviour and were banned in schools.

2000s Today jeans are worn by everyone. Every American owns, on average, seven pairs of jeans!



- 2 Label the pictures with the words in the box. Then discuss the questions in pairs.

baggy bootcut cropped distressed
flared skinny straight-leg



bootcut



- 1 What style of jeans do you like best?
- 2 When do you wear jeans and when don't you wear jeans?
- 3 Where can you buy the cheapest/most expensive jeans in your city?

EXAM FOCUS Multiple matching

- 3 Read the texts about jeans. For questions 1–8, choose from the texts (A–D). You can choose each text more than once.

Which text mentions that:

- 1 jeans can cause health problems for the people making them?
- 2 some people think it's worth paying extra for traditionally-made jeans?
- 3 a lot of water is wasted in the after-care of jeans?
- 4 the fabric of the jeans can make a difference to the health of the wearer?
- 5 we need to change our habits to make our jeans last a long time?
- 6 most countries today use modern methods of denim production?
- 7 new ways of fading jeans require the use of unnatural substances?
- 8 people should avoid a particular type of jeans?

- 4 Add the nouns in the box to the lists to make collocations from the texts.

cloth colours dyes jeans
methods (of production)

- 1 dense/mass-produced/stiff _____
- 2 deep/intense/rich _____
- 3 labour-intensive/modern/traditional _____
- 4 chemical/toxic/natural _____
- 5 affordable/fashionable/hard-wearing _____

- 5 Read the texts again and answer the questions. Give reasons for your answers.

- 1 What effect do Japanese production techniques have on:
 - a the colour of the denim?
 - b the cost of the denim?
- 2 Why are these products used in modern methods of production?
 - a chemicals
 - b sand
- 3 In what ways can skinny jeans have a harmful effect on:
 - a your legs?
 - b your digestive system?
- 4 What can we do to
 - a help the environment?
 - b keep our jeans looking good?

WORD STORE 4F

- 6 **CD-2.14 MP3-67** Complete WORD STORE 4F with nouns and adjectives from the texts. Mark the stress. Then listen, check and repeat.