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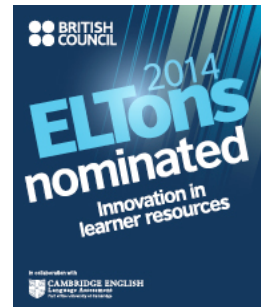
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Level 5

Unusual fashion gets you more respect

26th March, 2014

<http://www.breakingnewsenglish.com/1403/140326-fashion-sense-5.html>



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Please try Level 4 (easier) and the 26-page Level 6 (harder).

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THE READING

From <http://www.breakingnewsenglish.com/1403/140326-fashion-sense.html>

Researchers say that people who do not follow "normal fashion" are more respected. PhD. student Silvia Bellezza and two professors examined how we view the social status and competence of people whose dress sense is different. They discovered that the more strangely people dress, the more respect they get. Participants in the research said they thought people with "weirder" fashion were more unique. Rather than think badly of someone scruffily dressed, many people believe that dressing down is a sign of confidence. Ms Bellezza said: "If you're willing to deviate, there are upsides."

Bellezza conducted experiments to test how people reacted to non-conformity. People dressed differently at expensive boutiques in Milan. One group wore sports clothes, while the other dressed in expensive outfits. The sales assistants thought the ones in the sports gear were the bigger spenders. In another test, students rated an unshaven professor in a T-shirt above a professor in a suit. Bellezza says celebrity CEOs who dress down may have changed how we think. Examples of this are Facebook CEO Mark Zuckerberg's hoodies and the late Steve Jobs' jeans and sneakers.

Sources: <http://www.businessinsider.com.au/people-who-dress-weird-get-more-respect-2014-3>
<http://online.wsj.com/news/articles/SB10001424052702304017604579445140870078088>
http://www.nzherald.co.nz/lifestyle/news/article.cfm?c_id=6&objectid=11223173

MATCHING

From <http://www.breakingnewsenglish.com/1403/140326-fashion-sense.html>

PARAGRAPH ONE:

- | | |
|---|--------------------------|
| 1. people who do not follow | a. were more unique |
| 2. examined how we view the social | b. dressed |
| 3. people whose dress | c. of confidence |
| 4. the more strangely people dress, the | d. status |
| 5. people with "weirder" fashion | e. down |
| 6. think badly of someone scruffily | f. "normal fashion" |
| 7. dressing | g. sense is different |
| 8. a sign | h. more respect they get |

PARAGRAPH TWO:

- | | |
|---------------------------------|-------------------------|
| 1. conducted | a. gear |
| 2. how people reacted | b. sneakers |
| 3. expensive boutiques | c. in a T-shirt |
| 4. sports | d. changed how we think |
| 5. the bigger | e. experiments |
| 6. an unshaven professor | f. in Milan |
| 7. CEOs who dress down may have | g. to non-conformity |
| 8. jeans and | h. spenders |

LISTEN AND FILL IN THE GAPS

From <http://www.breakingnewsenglish.com/1403/140326-fashion-sense.html>

Researchers say that people (1) _____ "normal fashion" are more respected. PhD. student Silvia Bellezza and two professors examined how we (2) _____ and competence of people whose dress sense is different. They discovered that (3) _____ people dress, the more (4) _____. Participants in the research said they thought people with "weirder" fashion were more unique. Rather than think badly of (5) _____, many people believe that dressing down is a sign of confidence. Ms Bellezza said: "If (6) _____, there are upsides."

Bellezza (7) _____ to test how people reacted to non-conformity. People dressed differently at expensive boutiques in Milan. One group wore sports clothes, while the other (8) _____. The sales assistants (9) _____ the sports gear were the bigger spenders. In another test, students (10) _____ professor in a T-shirt above a professor in a suit. Bellezza says celebrity CEOs who dress down may (11) _____ think. Examples of this are Facebook CEO Mark Zuckerberg's (12) _____ Steve Jobs' jeans and sneakers.

FASHION SURVEY

From <http://www.breakingnewsenglish.com/1403/140326-fashion-sense.html>

Write five GOOD questions about fashion in the table. Do this in pairs. Each student must write the questions on his / her own paper. When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student A: Do not show these to your speaking partner(s).

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____
- f) _____
- g) _____
- h) _____

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WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____
- f) _____
- g) _____
- h) _____

