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## Level 6

# Unusual fashion gets you more respect

26th March, 2014

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



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**Please try Levels 4 and 5 (they are easier).**

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# THE ARTICLE

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

Researchers at the Harvard Business School claim that people who do not follow "normal fashion" get more respect from others. Doctoral student Silvia Bellezza and two of her colleagues examined how we view the social status and competence of people who do not conform to "normal" ways of dressing. They discovered that the more outlandishly people dress, the more respect they get. Participants in the research considered others who had a "weirder" fashion to be more unique. Researchers said that 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 a number of experiments to test how people reacted to non-conformity. In one, people in different types of clothes shopped at expensive boutiques in Milan. One group wore casual sports clothes, while the other donned expensive-looking outfits. The sales assistants assumed the ones in the sports gear were the bigger spenders. In another test, students rated an unshaven, T-shirt-clad professor above an academic wearing a suit and tie. Bellezza says high-profile entrepreneurs who dress down may be responsible for changing our perceptions. In particular, Facebook CEO Mark Zuckerberg's wearing of hoodies and the late Steve Jobs' trademark jeans, sneakers and polo neck tops.

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](http://www.nzherald.co.nz/lifestyle/news/article.cfm?c_id=6&objectid=11223173)

# WARM-UPS

**1. FASHION:** Students walk around the class and talk to other students about fashion. Change partners often and share your findings.

**2. CHAT:** In pairs / groups, decide which of these topics or words from the article are most interesting and which are most boring.

*researchers / fashion / colleagues / conform / unique / scruffily dressed / confidence / experiments / expensive boutiques / outfits / bigger spenders / entrepreneurs*

Have a chat about the topics you liked. Change topics and partners frequently.

**3. PERCEPTIONS:** How should these people dress and why? Complete this table with your partner(s). Change partners often and share what you wrote.

	What?	Why?
10-year-olds at school		
Teenagers		
University students		
Convenience store staff		
Wedding guests		
Grandparents		

**4. FOLLOWING FASHION:** Students A **strongly** believe people who follow fashion lack their own creativity; Students B **strongly** believe the opposite. Change partners again and talk about your conversations.

**5. CLOTHES:** Rank these with your partner. Put your favourite clothes at the top. Change partners often and share your rankings.

- suit
- T-shirts
- pyjamas / pajamas
- sportswear
- national dress
- uniforms
- designer fashion
- smart casual

**6. RESPECT:** Spend one minute writing down all of the different words you associate with the word "respect". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

# BEFORE READING / LISTENING

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

## 1. TRUE / FALSE:

Read the headline. Guess if a-h below are true (T) or false (F).

- |   |       |
|---|-------|
| a. Researchers from Oxford University conducted the study on fashion.   | T / F |
| b. Three people carried out the research.                               | T / F |
| c. People thought those who dressed weirdly were unique.                | T / F |
| d. The study concluded that dressing down is a sign of confidence.      | T / F |
| e. One experiment looked at sales assistant perceptions in Milan.       | T / F |
| f. A group of people in sportswear were deemed to be bigger spenders.   | T / F |
| g. Students ranked a professor in a suit higher than one in a T-shirt.  | T / F |
| h. The article says CEOs should not wear hoodies or jeans and sneakers. | T / F |

## 2. SYNONYM MATCH:

Match the following synonyms from the article.

- |               |                  |
|---------------|------------------|
| 1. claim      | a. evaluated     |
| 2. colleagues | b. untidily      |
| 3. view       | c. wore          |
| 4. scruffily  | d. carried out   |
| 5. upsides    | e. co-workers    |
| 6. conducted  | f. understanding |
| 7. donned     | g. assert        |
| 8. rated      | h. deceased      |
| 9. perception | i. look at       |
| 10. late      | j. benefits      |

## 3. PHRASE MATCH:

(Sometimes more than one choice is possible.)

- |                                      |                              |
|--------------------------------------|------------------------------|
| 1. people who do not follow "normal  | a. looking outfits           |
| 2. conform to "normal"               | b. is a sign of confidence   |
| 3. think badly of someone            | c. to non-conformity         |
| 4. people believe that dressing down | d. our perceptions           |
| 5. If you're willing to deviate,     | e. fashion" get more respect |
| 6. test how people reacted           | f. spenders                  |
| 7. the other donned expensive-       | g. scruffily dressed         |
| 8. the bigger                        | h. there are upsides         |
| 9. an unshaven, T-shirt-             | i. ways of dressing          |
| 10. responsible for changing         | j. clad professor            |

# GAP FILL

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

Researchers at the Harvard Business School (1) \_\_\_\_\_ that people who do not follow "normal fashion" get more respect from others. Doctoral student Silvia Bellezza and two of her (2) \_\_\_\_\_ examined how we view the social (3) \_\_\_\_\_ and competence of people who do not conform to "normal" ways of dressing. They discovered that the more (4) \_\_\_\_\_ people dress, the more respect they get. Participants in the research considered others who had a "weirder" fashion to be more (5) \_\_\_\_\_. Researchers said that rather than think badly of someone (6) \_\_\_\_\_ dressed, many people believe that dressing down is a (7) \_\_\_\_\_ of confidence. Ms Bellezza said: "If you're willing to deviate, there are (8) \_\_\_\_\_."

*scruffily*  
*upsides*  
*status*  
*outlandishly*  
*claim*  
*sign*  
*colleagues*  
*unique*

Bellezza conducted a (9) \_\_\_\_\_ of experiments to test how people reacted to non-conformity. In one, people in different types of clothes shopped at expensive (10) \_\_\_\_\_ in Milan. One group wore casual sports clothes, while the other (11) \_\_\_\_\_ expensive-looking outfits. The sales assistants (12) \_\_\_\_\_ the ones in the sports gear were the bigger (13) \_\_\_\_\_. In another test, students rated an unshaven, T-shirt-clad professor above an (14) \_\_\_\_\_ wearing a suit and tie. Bellezza says high-profile entrepreneurs who dress down may be (15) \_\_\_\_\_ for changing our perceptions. In particular, Facebook CEO Mark Zuckerberg's wearing of hoodies and the (16) \_\_\_\_\_ Steve Jobs' trademark jeans, sneakers and polo neck tops.

*spenders*  
*donned*  
*responsible*  
*assumed*  
*number*  
*late*  
*boutiques*  
*academic*

# LISTENING – Guess the answers. Listen to check.

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

- 1) people who do not \_\_\_\_\_
  - a. follow "normal fashionistas"
  - b. follow "normal fashion victims"
  - c. follow "normal fashion"
  - d. follow "normal fashionable"
- 2) two of her colleagues examined how we view the social \_\_\_\_\_
  - a. status and competencies
  - b. status and competence
  - c. status and competency
  - d. status and competences
- 3) Participants in the research considered others who had a "weirder" fashion \_\_\_\_\_
  - a. to be more uniquely
  - b. to be more you meek
  - c. to be most unique
  - d. to be more unique
- 4) Researchers said that rather than think badly of someone \_\_\_\_\_
  - a. scruffy dressed
  - b. scruff ill dressed
  - c. scruffily dresses
  - d. scruffily dressed
- 5) If you're willing to deviate, there \_\_\_\_\_
  - a. are upsets
  - b. are up states
  - c. are upsides
  - d. are upscales
- 6) a number of experiments to test how people reacted \_\_\_\_\_
  - a. to non-contagious
  - b. to non-conformity
  - c. to non-conventional
  - d. to non-conductor
- 7) In one, people in different types of clothes shopped at \_\_\_\_\_
  - a. expensive booties
  - b. expensive boutiques
  - c. expensive boo ticks
  - d. expensive beauties
- 8) ...while the other donned expensive-\_\_\_\_\_
  - a. look in outfits
  - b. looking outfits
  - c. looking outfit
  - d. look in outfit
- 9) students rated an unshaven, T-shirt-\_\_\_\_\_
  - a. clad professor
  - b. clap professor
  - c. clam professor
  - d. clog professor
- 10) Mark Zuckerberg's wearing of hoodies and the late Steve Jobs' \_\_\_\_\_
  - a. trademark jeans
  - b. trademarked jeans
  - c. trademark sjeans
  - d. traded mark jeans

# LISTENING – Listen and fill in the gaps

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

Researchers at the Harvard Business School (1) \_\_\_\_\_ do not follow "normal fashion" get more respect from others. Doctoral student Silvia Bellezza and two (2) \_\_\_\_\_ how we view the social status and competence of people who do not conform to "normal" ways of dressing. They discovered that the more (3) \_\_\_\_\_, the more respect they get. Participants in the research considered others who had a "weirder" fashion (4) \_\_\_\_\_. Researchers said that rather than think badly of someone (5) \_\_\_\_\_, many people believe that dressing down is a sign of confidence. Ms Bellezza said: "If you're (6) \_\_\_\_\_, there are upsides."

Bellezza conducted a number of experiments to (7) \_\_\_\_\_ to non-conformity. In one, people in different types of clothes shopped at (8) \_\_\_\_\_ Milan. One group wore casual sports clothes, while the other (9) \_\_\_\_\_ outfits. The sales assistants assumed the ones in the sports gear were the bigger spenders. In another test, students (10) \_\_\_\_\_, T-shirt-clad professor above an academic wearing a suit and tie. Bellezza says high-profile entrepreneurs who dress down (11) \_\_\_\_\_ changing our perceptions. In particular, Facebook CEO Mark Zuckerberg's wearing of hoodies and the late Steve Jobs' (12) \_\_\_\_\_ and polo neck tops.

# COMPREHENSION QUESTIONS

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

1. Where do the researchers who conducted this survey work?

---

2. What kind of student is Silvia Bellezza?

---

3. What do more outlandishly-dressed people get?

---

4. What did people think about others with a "weirder" fashion?

---

5. What is dressing down a sign of?

---

6. What did researchers test people's reactions to?

---

7. Who thought people dressed in sportswear were bigger spenders?

---

8. What did an unshaven professor wear?

---

9. Who might be responsible for changing our perceptions?

---

10. What did the article say Mark Zuckerberg wore?

---



# MULTIPLE CHOICE - QUIZ

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

1. Where do the researchers who conducted this survey work?
  - a) Stanford
  - b) Harvard
  - c) Yale
  - d) Oxford
2. What kind of student is Silvia Bellezza?
  - a) a grade-A student
  - b) a promising one
  - c) a disruptive one
  - d) a doctoral student
3. What do more outlandishly-dressed people get?
  - a) more respect
  - b) more looks
  - c) more hassle
  - d) more money
4. What did people think about others with a "weirder" fashion?
  - a) they should conform
  - b) they need to go back to school
  - c) they are more unique
  - d) they are too weird
5. What is dressing down a sign of?
  - a) having no fashion sense
  - b) confidence
  - c) laziness
  - d) being poor
6. What did researchers test people's reactions to?
  - a) a new fashion brand
  - b) expensive boutiques
  - c) non-conformity
  - d) shopping
7. Who thought people dressed in sportswear were bigger spenders?
  - a) nine celebrities
  - b) sports coaches
  - c) the researchers
  - d) sales assistants
8. What did an unshaven professor wear?
  - a) a T-shirt
  - b) a five-o'clock shadow
  - c) nothing
  - d) a designer suit
9. Who might be responsible for changing our perceptions?
  - a) well-known business leaders
  - b) our friends
  - c) researchers
  - d) fashion designers
10. What did the article say Mark Zuckerberg wore?
  - a) pyjamas (UK) / pajamas (USA)
  - b) hoodies
  - c) orange
  - d) ties

# ROLE PLAY

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

## **Role A – Suit**

You think a suit is the best thing to wear. Tell the others three reasons why. Tell them things that are wrong with their clothes. Also, tell the others which is the worst of these to wear (and why): jeans and T-shirts, pyjamas or sportswear.

## **Role B – Jeans and T-shirt**

You think jeans and T-shirts is the best thing to wear. Tell the others three reasons why. Tell them things that are wrong with their clothes. Also, tell the others which is the worst of these to wear (and why): a suit, pyjamas or sportswear.

## **Role C – Pyjamas (UK) / Pajamas (USA)**

You think pyjamas are the best thing to wear. Tell the others three reasons why. Tell them things that are wrong with their clothes. Also, tell the others which is the worst of these to wear (and why): jeans and T-shirts, a suit or sportswear.

## **Role D – Sportswear**

You think sportswear is the best thing to wear. Tell the others three reasons why. Tell them things that are wrong with their clothes. Also, tell the others which is the worst of these to wear (and why): pyjamas, jeans and T-shirt or a suit.

# AFTER READING / LISTENING

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

**1. WORD SEARCH:** Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words 'fashion' and 'respect'.

<b>fashion</b>	<b>respect</b>
----------------	----------------

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

**2. ARTICLE QUESTIONS:** Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

**3. GAP FILL:** In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

**4. VOCABULARY:** Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

**5. TEST EACH OTHER:** Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none"><li>• follow</li><li>• status</li><li>• normal</li><li>• unique</li><li>• down</li><li>• upsides</li></ul>	<ul style="list-style-type: none"><li>• test</li><li>• shopped</li><li>• assumed</li><li>• unshaven</li><li>• changing</li><li>• late</li></ul>
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# 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.

# FASHION DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

- a) What did you think when you read the headline?
- b) What springs to mind when you hear the word 'fashion'?
- c) Do you judge people by what they wear?
- d) What do you think if someone wears a suit?
- e) How do you think people judge you by what you wear?
- f) Do you believe the research that says people who dress down have more confidence?
- g) Are people who follow fashion a little like sheep?
- h) What do you think of people who dress really weirdly?
- i) Would you really like to go crazy with your fashion?
- j) What are the upsides to dressing down?

*Unusual fashion gets you more respect – 26th March, 2014*  
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# FASHION DISCUSSION

STUDENT B's QUESTIONS (Do not show these to student A)

- a) Did you like reading this article? Why/not?
- b) Is non-conformity good or bad?
- c) Why does society generally look at non-conformists as bad?
- d) Is fashion a waste of money?
- e) Do you prefer suits or sports gear?
- f) What image does an unshaven man give?
- g) What image does a woman in a suit give?
- h) Can women wear more outlandish clothes than men?
- i) Is it good that CEOs wear hoodies and sneakers?
- j) What questions would you like to ask the researcher?

# DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

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# DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

# LANGUAGE - CLOZE

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

Researchers at the Harvard Business School (1) \_\_\_\_\_ that people who do not follow "normal fashion" get more respect (2) \_\_\_\_\_ others. Doctoral student Silvia Bellezza and two of her colleagues examined how we view the social status and (3) \_\_\_\_\_ of people who do not conform to "normal" ways of dressing. They discovered that the more outlandishly people dress, the more respect they get. Participants in the research considered others who had a "weirder" fashion to be more (4) \_\_\_\_\_. Researchers said that rather than think badly of someone (5) \_\_\_\_\_ dressed, many people believe that dressing down is a sign of confidence. Ms Bellezza said: "If you're willing to (6) \_\_\_\_\_, there are upsides."

Bellezza conducted a (7) \_\_\_\_\_ of experiments to test how people reacted to non-conformity. In one, people in different types of clothes shopped at expensive boutiques in Milan. One group wore (8) \_\_\_\_\_ sports clothes, while the other donned expensive-looking outfits. The sales assistants assumed the ones in the sports (9) \_\_\_\_\_ were the bigger spenders. In another test, students rated an unshaven, T-shirt-(10) \_\_\_\_\_ professor above an academic wearing a suit and tie. Bellezza says high-profile entrepreneurs who dress down may be responsible (11) \_\_\_\_\_ changing our perceptions. In particular, Facebook CEO Mark Zuckerberg's (12) \_\_\_\_\_ of hoodies and the late Steve Jobs' trademark jeans, sneakers and polo neck tops.

## Put the correct words from the table below in the above article.

- |     |                  |                 |                 |                |
|-----|------------------|-----------------|-----------------|----------------|
| 1.  | (a) clam         | (b) claim       | (c) claimant    | (d) chasm      |
| 2.  | (a) for          | (b) from        | (c) of          | (d) by         |
| 3.  | (a) competencies | (b) competences | (c) incompetent | (d) competence |
| 4.  | (a) mystique     | (b) unique      | (c) clique      | (d) opaque     |
| 5.  | (a) scruffy      | (b) scruffily   | (c) scruff      | (d) scuff      |
| 6.  | (a) devour       | (b) devoid      | (c) deviate     | (d) develop    |
| 7.  | (a) numerous     | (b) numeral     | (c) number      | (d) numbered   |
| 8.  | (a) wearing      | (b) wears       | (c) wore        | (d) wear       |
| 9.  | (a) equipment    | (b) cog         | (c) tackle      | (d) gear       |
| 10. | (a) clad         | (b) glad        | (c) clap        | (d) slap       |
| 11. | (a) for          | (b) of          | (c) at          | (d) to         |
| 12. | (a) wore         | (b) wears       | (c) wearing     | (d) wear       |

# SPELLING

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

## Paragraph 1

1. two of her leogsulaec
2. social status and npeocemtce
3. reewird fashion
4. fiycsulrf dressed
5. a sign of diccnfonee
6. If you're willing to eevdait

## Paragraph 2

7. how people reacted to non-omcrytnfio
8. expensive uebustqoi
9. sales tnaasistss
10. an asnunhev, T-shirt-clad professor
11. responsible for changing our eipcsetprn
12. Steve Jobs' datramerk jeans



# PUT THE TEXT BACK TOGETHER

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

**Number these lines in the correct order.**

- ( ) gear were the bigger spenders. In another test, students rated an unshaven, T-shirt-clad professor above an
- ( ) respect from others. Doctoral student Silvia Bellezza and two of her colleagues examined how we view the social
- ( ) academic wearing a suit and tie. Bellezza says high-profile entrepreneurs who dress
- ( ) outlandishly people dress, the more respect they get. Participants in the research considered
- ( ) types of clothes shopped at expensive boutiques in Milan. One group wore casual sports
- ( ) of confidence. Ms Bellezza said: "If you're willing to deviate, there are upsides."
- ( ) of hoodies and the late Steve Jobs' trademark jeans, sneakers and polo neck tops.
- ( ) down may be responsible for changing our perceptions. In particular, Facebook CEO Mark Zuckerberg's wearing
- ( ) clothes, while the other donned expensive-looking outfits. The sales assistants assumed the ones in the sports
- ( ) others who had a "weirder" fashion to be more unique. Researchers said that rather than think
- ( ) status and competence of people who do not conform to "normal" ways of dressing. They discovered that the more
- ( ) badly of someone scruffily dressed, many people believe that dressing down is a sign
- ( **1** ) Researchers at the Harvard Business School claim that people who do not follow "normal fashion" get more
- ( ) Bellezza conducted a number of experiments to test how people reacted to non-conformity. In one, people in different

# PUT THE WORDS IN THE RIGHT ORDER

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

1. not follow normal fashion get more respect People who do.

---

2. how the examined view status colleagues we social Her.

---

3. of Rather someone than scruffily think dressed badly.

---

4. sign of confidence People believe that dressing down is a.

---

5. upsides you're deviate are If to there willing ,.

---

6. a Bellezza experiments number conducted of.

---

7. non how - people conformity reacted to Test.

---

8. were the bigger spenders The ones in the sports gear.

---

9. unshaven an rated Students professor clad - T-shirt , .

---

10. responsible be may down dress who Entrepreneurs.

---

# CIRCLE THE CORRECT WORD (20 PAIRS)

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

Researchers at the Harvard Business School *claim / exclaim* that people who do not follow "normal fashion" get more respect from *the others / others*. *Doctoral / Doctored* student Silvia Bellezza and two of her colleagues examined how we view the *society / social* status and competence of people who do not conform to "normal" ways of *dressing / dresses*. They discovered that the *more / most* outlandishly people dress, the more respect they get. Participants in the research *considerable / considered* others who had a "weirder" fashion to be more *unique / unicorn-like*. Researchers said that rather than think *bad / 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 / insides*."

Bellezza *conducted / contracted* a number of experiments to test how people *reacted / reaction* to non-conformity. In one, people in different types of clothes *shopped / shopping* at expensive boutiques in Milan. One group wore casual sports clothes, while the other *domed / donned* expensive-looking outfits. The sales assistants *assumed / resumed* the ones in the sports gear were the bigger spenders. In another test, students *bated / rated* an unshaven, T-shirt-clad professor *above / higher* an academic wearing a suit and tie. Bellezza says high-profile entrepreneurs who dress down may be responsible for changing our *receptions / perceptions*. In particular, Facebook CEO Mark Zuckerberg's *wearing / dressing* of hoodies and the late Steve Jobs' *trademark / logo* jeans, sneakers and polo neck tops.

**Talk about the connection between each pair of words in italics, and why the correct word is correct.**

# INSERT THE VOWELS (a, e, i, o, u)

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

R\_s\_\_rch\_rs \_t th\_ H\_rv\_rd B\_s\_n\_ss Sch\_\_l cl\_\_m th\_t  
p\_\_pl\_ wh\_ d\_\_n\_t f\_ll\_w "n\_rm\_l f\_sh\_\_n" g\_t m\_r\_  
r\_sp\_ct fr\_m \_th\_rs. D\_ct\_r\_l st\_d\_nt S\_lv\_\_ B\_ll\_zz\_  
\_nd tw\_\_ \_f h\_r c\_ll\_\_g\_\_s \_x\_m\_n\_d h\_w w\_\_v\_\_w th\_  
s\_c\_\_l st\_t\_s \_nd c\_m\_p\_t\_nc\_ \_f p\_\_pl\_ wh\_ d\_\_n\_t  
c\_nf\_rm t\_ "n\_rm\_l" w\_ys \_f dr\_ss\_ng. Th\_y  
d\_sc\_v\_r\_d th\_t th\_ m\_r\_ \_\_tl\_nd\_shly p\_\_pl\_ dr\_ss,  
th\_ m\_r\_ r\_sp\_ct th\_y g\_t. P\_rt\_c\_p\_nts \_n th\_  
r\_s\_\_rch c\_ns\_d\_r\_d \_th\_rs wh\_ h\_d \_ "w\_\_rd\_r"  
f\_sh\_\_n t\_ b\_ m\_r\_ \_n\_q\_\_ . R\_s\_\_rch\_rs s\_\_d th\_t  
r\_th\_r th\_n th\_nk b\_dly \_f s\_m\_\_n\_s cr\_ff\_ly dr\_ss\_d,  
m\_ny p\_\_pl\_ b\_l\_\_v\_ th\_t dr\_ss\_ng d\_wn\_s \_s\_gn\_f  
c\_nf\_d\_nc\_ . Ms B\_ll\_zz\_ s\_\_d: "\_f y\_\_'r\_w\_ll\_ng t\_  
d\_v\_\_t\_, th\_r\_\_r\_\_ps\_d\_s."

B\_ll\_zz\_ c\_nd\_ct\_d \_n mb\_r \_f \_xp\_r\_m\_nts t\_ t\_st  
h\_w p\_\_pl\_ r\_\_ct\_d t\_ n\_n-c\_nf\_rm\_ty. \_n\_n\_, p\_\_pl\_  
\_n d\_ff\_r\_nt typ\_s \_f cl\_th\_s sh\_pp\_d \_t \_xp\_ns\_v\_  
b\_\_t\_q\_\_s \_n M\_l\_n. \_n gr\_\_p w\_r\_c\_s\_\_l sp\_rts  
cl\_th\_s, wh\_l\_ th\_ \_th\_r d\_nn\_d \_xp\_ns\_v\_-l\_\_k\_ng  
\_\_tf\_ts. Th\_s\_l\_s\_ss\_st\_nts \_ss\_m\_d th\_ \_n\_s \_n th\_  
sp\_rts g\_\_r\_w\_r th\_ b\_gg\_r sp\_nd\_rs. \_n\_n\_th\_r\_t\_st,  
st\_d\_nts r\_t\_d \_n \_nsh\_v\_n, T-sh\_rt-cl\_d pr\_f\_ss\_r  
\_b\_v\_\_n\_c\_d\_m\_c w\_\_r\_ng \_s\_\_t\_nd\_t\_\_ . B\_ll\_zz\_  
s\_ys h\_gh-pr\_f\_l\_ \_ntr\_pr\_n\_\_rs wh\_ dr\_ss\_d\_wn m\_y  
b\_r\_sp\_ns\_bl\_ f\_r ch\_ng\_ng \_\_r p\_rc\_pt\_\_ns. \_n  
p\_rt\_c\_l\_r, F\_c\_b\_\_k C\_\_ M\_rk Z\_ck\_rb\_rg's w\_\_r\_ng  
\_f h\_\_d\_\_s \_nd th\_l\_t St\_v\_ J\_bs' tr\_d\_m\_rk j\_\_ns,  
sn\_\_k\_rs \_nd p\_l\_n\_ck\_t\_ps.

# PUNCTUATE THE TEXT AND ADD CAPITALS

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

researchers at the harvard business school claim that people who do not follow "normal fashion" get more respect from others doctoral student silvia bellezza and two of her colleagues examined how we view the social status and competence of people who do not conform to "normal" ways of dressing they discovered that the more outlandishly people dress the more respect they get participants in the research considered others who had a "weirder" fashion to be more unique researchers said that 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 a number of experiments to test how people reacted to non-conformity in one people in different types of clothes shopped at expensive boutiques in milan one group wore casual sports clothes while the other donned expensive-looking outfits the sales assistants assumed the ones in the sports gear were the bigger spenders in another test students rated an unshaven t-shirt-clad professor above an academic wearing a suit and tie bellezza says high-profile entrepreneurs who dress down may be responsible for changing our perceptions in particular facebook ceo mark zuckerberg's wearing of hoodies and the late steve jobs' trademark jeans sneakers and polo neck tops

# PUT A SLASH ( / ) WHERE THE SPACES ARE

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

Researchers at the Harvard Business School claim that people who do not follow "normal fashion" get more respect from others. Doctoral student Silvia Bellezza and two of her colleagues examined how we view the social status and competence of people who do not conform to "normal" ways of dressing. They discovered that the more outlandish people dress, the more respect they get. Participants in the research considered others who had a "weirder" fashion to be more unique. Researchers said that 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 a number of experiments to test how people reacted to non-conformity. In one, people of different types of clothes shopped at expensive boutiques in Milan. One group wore casual sports clothes, while the other donned expensive-looking outfits. The sales assistants assumed the ones in the sports gear were the bigger spenders. In another test, students rated an unshaven, T-shirt-clad professor above an academic wearing a suit and tie. Bellezza says high-profile entrepreneurs who dress down may be responsible for changing our perceptions. In particular, Facebook CEO Mark Zuckerberg's swearing of hoodies and the late Steve Jobs' trademark jeans, sneakers and polo neck tops.







# HOMework

**1. VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

**2. INTERNET:** Search the Internet and find out more about fashion and how people judge you by it. Share what you discover with your partner(s) in the next lesson.

**3. FASHION:** Make a poster about fashion. Show your work to your classmates in the next lesson. Did you all have similar things?

**4. DRESSED DOWN:** Write a magazine article about dressing down. Include imaginary interviews with people who are for and against it.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

**5. WHAT HAPPENED NEXT?** Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

**6. LETTER:** Write a letter to a fashion expert. Ask him/her three questions about fashion. Give him/her three of your opinions on why we follow fashion. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

# ANSWERS

## TRUE / FALSE (p.4)

a F    b T    c T    d F    e T    f T    g F    h F

## SYNONYM MATCH (p.4)

- |               |                  |
|---------------|------------------|
| 1. claim      | a. assert        |
| 2. colleagues | b. co-workers    |
| 3. view       | c. look at       |
| 4. scruffily  | d. untidily      |
| 5. upsides    | e. benefits      |
| 6. conducted  | f. carried out   |
| 7. donned     | g. wore          |
| 8. rated      | h. evaluated     |
| 9. perception | i. understanding |
| 10. late      | j. deceased      |

## COMPREHENSION QUESTIONS (p.8)

1. Harvard Business School
2. A doctoral student
3. More respect
4. More unique
5. Confidence
6. Non-conformity
7. Sales assistants
8. A T-shirt
9. High-profile entrepreneurs
10. Hoodies

## MULTIPLE CHOICE - QUIZ (p.9)

1. b    2. d    3. a    4. c    5. b    6. c    7. d    8. a    9. a    10. b

## ALL OTHER EXERCISES

Please check for yourself by looking at the Article on page 2.  
(It's good for your English ;-)