

Smart clothes

Sentence connectors

A Circle the correct answers.

- I like this fax machine because it's easy to use. **(Also)** / **For example** / **In contrast**, it's inexpensive.
- Wearable computers already exist, **while** / **but** / **when** you don't see many people wearing them.
- Many people carry devices **such as** / **also** / **but** laptops and PDAs.
- People can already buy and use GPS units. **In contrast** / **For instance** / **Also**, surgical circuit implants aren't available yet.
- Laptops are more convenient for travel than desktop computers. **Also** / **In contrast** / **For instance**, they are much lighter.

Details

B Find the device in the reading that does each task.

- Processes data (par. 3) C P U
- Shows real and computer images (par. 3) _____
- Takes photographs (par. 3) _____
- Tells you where you are (par. 4) _____
- Makes your voice louder (par. 4) _____
- Reads the air quality (par. 4) _____

Acronyms

C Check (✓) the correct meaning of each acronym.

- | | |
|--|-----------------------------------|
| 1. CPU | 3. LCD |
| ____ a. computer personal user | ____ a. local camera disk |
| <input checked="" type="checkbox"/> b. central processing unit | ____ b. long-term computer data |
| ____ c. cable positioning unit | ____ c. liquid crystal display |
| 2. PDA | 4. GPS |
| ____ a. personal digital assistant | ____ a. general processing system |
| ____ b. processing analog data | ____ b. global positioning system |
| ____ c. personal accessory display | ____ c. general personal system |

CHALLENGE

D Check (✓) the correct inferences.

1. *Vogue* and *GQ* are fashion magazines.
- ____ 2. People who like smart clothing don't care if it looks strange.
- ____ 3. The fashion industry is very interested in smart clothing.
- ____ 4. It's important for devices in smart clothing to be hands-free.
- ____ 5. The devices in smart clothing are used only for communication.

It's a dog's life

Audience and purpose

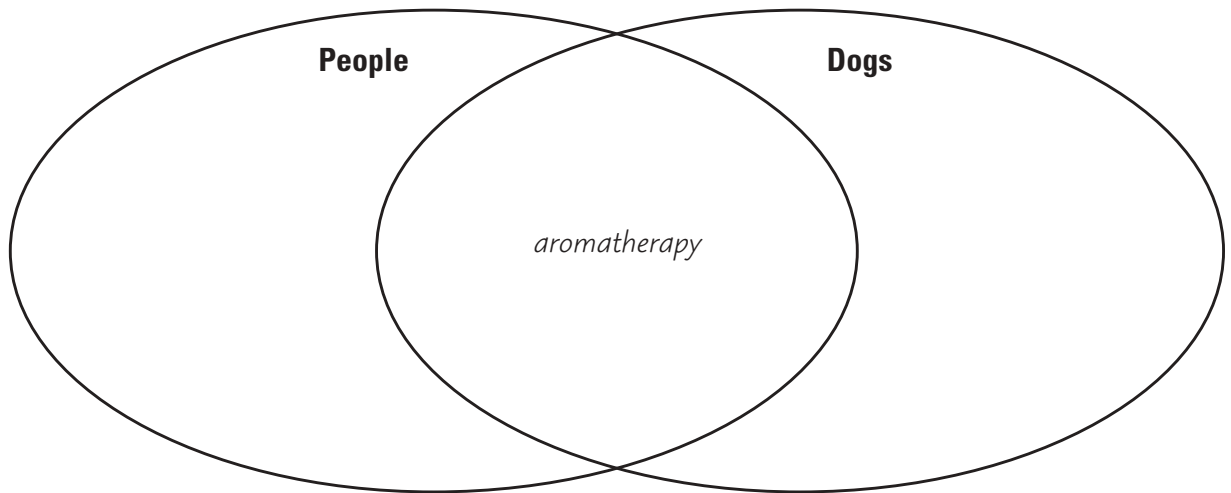
A Circle the correct answers.

- Who is the article written for?
 - dog owners
 - Japanese designers
 - the general public
- What is the purpose of the article?
 - to criticize some dog owners
 - to contrast Japanese and American dog owners
 - to tell about a new fashion
- How does the author support her ideas?
 - with examples
 - with stories
 - with interviews

Details

B Who uses these things? Complete the diagram with the words and phrases from the box.

- | | | |
|--|---|---|
| <input checked="" type="checkbox"/> aromatherapy | <input type="checkbox"/> Hermes O'Kelly collars | <input type="checkbox"/> knitting classes |
| <input type="checkbox"/> Bowlingual microphones | <input type="checkbox"/> Kate Spade tote bags | <input type="checkbox"/> magnetized collars |
| <input type="checkbox"/> Burberry skirts and scarves | <input type="checkbox"/> Kelly handbags | |



Vocabulary

C Use the clues to unscramble the words from the reading.

- raocseycs* accessory = a less important fashion item (par. 1)
- rlxyuu* _____ = expensive and unnecessary (par. 3)
- ufamnurerctas* _____ = makers or producers (par. 3)
- aeftgiu* _____ = extreme tiredness (par. 3)
- asihboanelf* _____ = trendy or stylish (par. 5)

How to separate trends from fads

Main ideas

A Complete the outline with the words and phrases from the box.

- | | |
|---|---------------------------------------|
| <input type="checkbox"/> Asian healthcare ideas in Western culture | <input type="checkbox"/> desirability |
| <input type="checkbox"/> availability | <input type="checkbox"/> ease of use |
| <input type="checkbox"/> Belgian foods only in New York | <input type="checkbox"/> price |
| <input checked="" type="checkbox"/> demographics, values, lifestyle, and technology | <input type="checkbox"/> pop culture |

MAIN IDEA: A three-step checklist helps decide if a new development will be a trend or a fad.

I. What basis for growth does it have?

A. Trends: *demographics, values, lifestyle, technology* _____

B. Fad: _____

II. How easily can most people access it? Consider:

A. _____

B. _____

C. _____

D. _____

III. How broad is the base?

A. Trends: related examples in other industries

1. Example: _____

B. Fads: no related examples in other industries

1. Example: _____

Details

B Mark each sentence true (T) or false (F).

F 1. Fads last a long time, but trends don't last long.

___ 2. Many industries participate in a trend.

___ 3. Casual clothing is a good example of a fad.

___ 4. If a development is a fad, most people can adopt it easily.

___ 5. If a product is a trend, most people can afford it.

Articles

C Circle *a*, *an*, or \emptyset (no article).

1. Food is **a** / **(an)** / \emptyset essential purchase.

2. Only wealthy people can afford **a** / **an** / \emptyset European luxury cars.

3. We went out for dinner at **a** / **an** / \emptyset fancy restaurant.

4. Many products in the U.S. now have **a** / **an** / \emptyset Eastern influence.

5. I have **a** / **an** / \emptyset new CD player.

6. Essential purchases are more important than **a** / **an** / \emptyset luxury items.

CHALLENGE

D Correct the false statements in Exercise B.