

NRE: Londrina	Município: Londrina
Nome do Professor: Ana Cristina Sayuri Ogawa	E-mail: anasa@seed.pr.gov.br
Escola: E. E. P. Lauro Gomes da Veiga Pessoa	Fone: (43)3324-9088
Disciplina: Inglês	
Conteúdo Estruturante: Discurso	
Conteúdo Específico: Vestuário	
Título: Fashion Pressure	
Relação interdisciplinar 1: Ciências	Colaborador 1: Valery M. C. Oliveira
Relação interdisciplinar 2: História	Colaborador 2: Margarete Yasho
Colaborador da disciplina do autor: Kátia Cristina Sbizera Rodrigues	

How important is your dressing style for your peer group?

Everyone in the world belongs to a peer group. A peer group influences your behavior, your opinions and, also, the way you dress. In fact, some peer groups are easily recognized by the way they dress and the hairstyle they use.

- What's your dressing style?
- Do you consider yourself a fashionable person?
- Who do you want to please when you dress up? You? Your friends?
Your family? Others?

Trends and Peer Pressure

Teenagers like to be like their peers. They enjoy one another's company because they share common interests, feel comfortable exchanging ideas and are able to interact without feeling any constraints.

Teenagers value friendship greatly because their friends respect them, accept them, care for them, admire them and listen to their ideas.

If a teenager is rejected by his peers, his self-esteem will be damaged. Teens are strongly vulnerable to peer pressure.

Then, youngsters like to imitate their friends' way of speaking, and the way they dress and this is all done in the hope that they will be accepted and

admired. This wish to be trendy is not necessarily a reflection of the personality of the person. So do not judge a teen by his appearance.

(Adapted from <<http://fcd.ecitizen.gov.sg>>. Access 11/10/2007)

TASKS

Answer the following questions:

- Which characteristics make anybody a good friend?
- Do you think your dressing style plays an important role for you to be accepted in your peer group? Why?
- Have you ever been rejected by your peers? If yes, how did you feel? What did you do?



(From: <<http://www.thedollpalace.com>> Access 21/11/2007)

Put on the clothes, you start to move in a different way.

Fashion is a part of the identity practices of many subcultures. It is referred to as a way of expressing a person's personality and attitude. And fashion is revealing. Clothes reveal what group's people are in.

For some, the influence of fashion is so strong that they change their behavior according to the dressing style they are wearing: put on the clothes and start to move in a different way.

Nevertheless, a person's style (including clothing, hair, make-up, and accessories) is a major factor in determining whether the person will be perceived as "authentic" by others in the subculture.

In this sense, styles show who you are, but they also create stereotypes and distance between groups

(Adapted from Wikipedia. In: <<http://en.wikipedia.org>>.Access 02/10/2007)

TASKS

Answer the following questions:

According to the text...

- How is “fashion” defined?
- What is part of a person’s style?
- What does it mean to be “authentic” in a subculture?
- Why is a person’s style important in the subculture?

Let’s think about this theme, answering the following questions:

- Do you think that people change their behavior as they change their dressing style? Why?
- Does the way you dress affect the way you behave? Why?

Let’s see some peer groups dressing styles!

Do you think your clothing matches any of the styles showed below? **A**, **B**, **C**, **D** or **E**?

A

By almost all current definitions, this group clothing is characterized by tight jeans on males and females alike, long fringe (bangs) brushed to one side of the face or over one or both eyes, dyed black, straightened hair, tight t-shirts which often bear the names of rock bands (or other designed shirts), studded belts, belt buckles, canvas sneakers or skate shoes or other black shoes (often old and beaten up) and thick, black horn-rimmed glasses

(Adapted from Wikipedia. In: <<http://en.wikipedia.org>>.Access 02/10/2007)

B

They follow teenage fashions in music, clothes, etc. So, their clothing style depends on which teenage style they are trying to carry off. But girls would usually wear ra-ra skirts, high heels, and general clothes that they are not ready to wear. And boy would wear big gold chains, baseball caps, converses, vans, ear piercing.

(Adapted from Wikipedia. In: <<http://en.wikipedia.org>>.Access 02/10/2007)

C

This group fashion became less based in actual street wear and more in an idealization of such. Nowadays this group clothing is often produced by popular and successful designers, who charge significant amounts for their products.

The main elements of modern male are baggy or sagging jeans, gold or platinum chains, boots or a fresh pair of kicks (sneakers), and a bandana or do-rag tied around the head (often with a fitted cap on top). Large T-Shirts are also standard street wear.

(Adapted from Urban Dictionary. In: <<http://www.urbandictionary.com>>. Access 11/10/2007)

D

Deliberately offensive T-shirts, featuring an inverted crucifix and a Nazi Swastika, for example, were popular among people from this group, in the early scene. These T-shirts were often intentionally torn. Other items in this group fashion included: Anarchy symbols; brightly-colored or white and black dress shirts randomly covered in slogans (such as "Only Anarchists are pretty"); leather rocker jackets and customized blazers. Preferred footwear included military boots and motorcycle boots.

Hair was often dyed bright unnatural colors with provocative hairstyles, such as liberty spikes or the Mohawk hairstyle

Adapted from Wikipedia. In: <<http://en.wikipedia.org>>.Access 02/10/2007)

E

This group typical clothing usually consists of, but is not limited to black clothing, often combined with dark red, occasionally accessorized with silver and/or pewter, but can vary in the color schemes. The stereotypical female outfit, sometimes referred to as the "romantic" look, is limited only by the wearer's imagination, and can include elaborate gowns and corsets, veils, hobble skirts, neck corsets, teased hair, eyeliner, black fingernails, fishnets, and styles borrowed from the Elizabethans and Victorians. Traditional male mostly wear some sort of black suit (possibly with some dark red, dark blue or silver as contrast), and legwear often involves tight or rugged-looking pants. As opposed to most other subcultures males almost wear as much makeup as the females

(Adapted from Wikipedia. In: <<http://en.wikipedia.org>>.Access 02/10/2007)

TASKS

1. After reading the descriptions, can you identify each group?

Emo Fashion

Goth Fashion

Hip hop Fashion

Punk Fashion

Trendy Teen Fashion

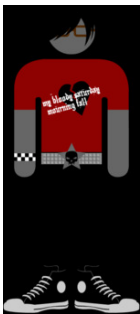
2. Now, match the pictures to its description.



From: <<http://www.fotosearch.com/clip-art>>
Access 02/10/2007



From: <http://www.kissdesign.net.000000pixel_maker>
Access 14/11/2007



From: <<http://en.wikipedia.org>>
Access 02/10/2007



From: <<http://www.thedollpalace.com>>
Access 14/11/2007



From: <<http://myspace.free-clipart-pictures.net>>. Access 02/10/2007

3. Go back to the descriptions and look for words related to the titles given below:

Clothes	Shoes	Style	Colors	Materials
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

4. Complete the chart.

What's on fashion for these peer groups?

	Emo	Gothic	Hip hop	Punk	Trendy teen
Clothes					
Shoes					
Hairstyle					
Make up					
Accessories					

When you go out shopping for clothes, you have to make decisions about style, color, fit and price. But soon the environmental impact will also be part of this decision-making as the environmentalists are getting more and more interested in fashion.

Eco Fashion: the new trend?

Are you a green clothes shopper?

Have you ever thought about environmental impact when buying clothes?

Do you know how textiles are manufactured?

Natural fabrics vs. polyester

It's not clear that one fabric is far better than another. But the modern environmental era has introduced techniques for evaluating the life-cycle impacts of products such as textiles.

All textiles, as currently manufactured, require large volumes of water throughout the manufacturing process, and often that water comes away contaminated with chemicals used earlier in the process.

Thread materials are water-intensive and toxic-heavy. Cotton is renewable in that it can be replanted, but it is not grown sustainably. It is known that cottons plants are often smothered with noxious chemicals not only to keep away bugs and weeds but also to defoliate plants for harvesting convenience.

Fabrication of petroleum-based fabrics like nylon and polyester is energy-intensive and greenhouse-gas producing. Polyester, for instance, is made from a polymer called polyethylene terephthalate (PET), which is commonly used to mold soft drink bottles.

And, sheep are often bathed in organophosphates to control parasites.

Nowadays, due to advances in technology, some companies are developing organics and recycled fabrics which are chemical free. They are called the Earth-friendly fabrics.

(Adapted from Grist: environmental news and commentary. In: <http://www.grist.org/advice/ask/2004/07/12/umbra-clothing/>. Access 08/02/2008

TASKS

1. Make a survey.

Look for information about techniques and natural materials being used to produce the Earth-friendly fabrics.

2. T-shirts are always used to express people's ideas and feelings.

In groups, create a phrase calling people's attention to how environment is affected by the simple act of choosing our clothes. Then, make a poster in the shape of a T-shirt.

What is Fashion?

Do you think historical facts influence fashion?

If so, how does it happen?

Fashion, by definition, changes constantly. The changes may proceed more rapidly than in most other fields of human activity (language, thought, etc). For some, modern fast-paced changes in fashion embody many of the negative aspects of capitalism: it results in waste and encourages people (consumers) to buy things unnecessarily. Other people, especially young people, enjoy the diversity that changing fashion can apparently provide, seeing the constant change as a way to satisfy their desire to experience "new" and "interesting" things. Note too that fashion can change to enforce uniformity, as in the case where so-called Mao suits became the national uniform of mainland China.

At the same time there remains an equal or larger range designated (at least currently) 'out of fashion'. (These or similar fashions may cyclically come back 'into fashion' in due course, and remain 'in fashion' again for a while.)

In the past, new discoveries and lesser-known parts of the world could provide an impetus to change fashions based on the exotic: Europe in the eighteenth or nineteenth centuries, for example, might have favored Turkish things at one time, Chinese things at another and Japanese things at a third.

Globalization has reduced the options of exotic novelty in more recent times, and has seen the introduction of non-Western wear into the Western world.

(Adapted from Wikipedia. In: <<http://en.wikipedia.org> >.Access 08/02/2008)

TASK

After reading the text, figure out one consequence to each fact given.

Fact	Consequence
Capitalism	
Change	
Mao Suits	
New discoveries	
Globalization	

Now answer this personality test!

What is your style?

1. If your Aunt Becky brings you on a shopping spree, you would get:

- A. Expensive name brand clothing
- B. Dark colors clothing
- C. Comfortable clothing.

If you had chosen A, go to question 2.

If you had chosen B, go to question 3.

If you had chosen C, go to question 4.

2. You and your BFF are looking at fashion magazines you're:

- A. Loving it!!
- B. Bored to death!
- C. Depends what mood you're in!

If you had chosen A, go to question 5.

If you had chosen B, go to question 6.

If you had chosen C, go to question 7.

3. You and your friends are deciding whether to go to the mall to go shopping or a movie, your vote is to:

- A. Shopping duh!!!
- B. Movie!
- C. What everyone else wants to do!

If you had chosen A, go to question 5.

If you had chosen B, go to question 6.

If you had chosen C, go to question 7.

4. It's your B-Day you want:

- A. Fashion clothes, duh!!!
- B. Accessory stuff (chains, piercing, belts)!
- C. Whatever!

If you had chosen A, go to question 5.

If you had chosen B, go to question 6.

If you had chosen C, go to question 7.

5. If everyone was wearing Boots would you wear them?

- A. Of Course
- B. If it was part of my style!!!!
- C. Maybe?!?!?!?!?

If you had chosen A, go to question 8.

If you had chosen B, go to question 9.

If you had chosen C, go to question 10.

6. If you could be a shade of nail polish, what color would you be?

- A. Anything pink or glittery
- B. Dark blue or black
- C. Clear is good for me.

If you had chosen A, go to question 8.

If you had chosen B, go to question 9.

If you had chosen C, go to question 10

7. What type of jewelry expresses your style the best?

- A. Diamonds.
- B. Metal jewelry.
- C. Pearls.

If you had chosen A, go to question 8.

If you had chosen B, go to question 9.

If you had chosen C, go to question 10

8. You would be really happy if you get a bargain on ...

- A. A new line of designer sunglasses that just came out!
- B. Accessories that fit my way of living!
- C. Anything that makes me feel good-looking!

Go to question 11

9. Your style may be considered...

- A. Fashionable.
- B. Weird.
- C. Unlike any other.

Go to question 11

10. Choose one statement.

- A. Keeping up with the latest trends is what you love best
- B. Clothing style expresses feelings.
- C. I don't like limiting myself.

Go to question 11

11. Which statement describes best your wardrobe?

- A. Trendy all the way!
- B. I'm a rebel!
- C. My wardrobe has a variety of clothing!

Which letter did you pick the most?

Mostly A's: You are a trendy teen! You follow teenage magazine fashions religiously like a bible. You love fashion and live to shop. You know what's in and out.

Mostly B's: Your dressing is a way of expressing yourself. You let people know your feelings, emotions and thoughts by your clothing style.

Mostly C's: Most teens don't have one certain style. Most just wear a large variety of clothes. They like to wear clothes that improve their characteristics and overall look. They have split personalities. **They are unique, one of a kind!**

(Adapted from Think quest. In: <<http://librarythinkquest.org>>. Access 02/10/2007)

Fashion Word Search

Read the clues and find the words.

N C M O H A W K Y U F Y L E T G T S M Q
Y A U E E Y C T T A Y R V Q G H A T Y S
Z T R D R E S S I N G S T Y L E M R S E
U C I K N Z G H L G K N G A T M M E A I
D H Y L H E I P A Y B M E V A R O E J R
E F A A A O E T N I U O M B O H K T T O
P F O C I N C L O T H I N G S C Q W W S
G E I E R O O V S B F Z S A I N N E T S
L I E T S C X S R K I Y P U P Z Y A R E
F A C R T O H U E Q O U T F I T Y R H C
E F R L G L F E P E U D U O V T Z S W C
B R A I L R Y Y T A F Y R O E L W I I A
E Q D R E G O G I Q T A L T U I Y X F R
L D U H C M B U L W Z G S W O C X B G B
T L E G U S J R P O E P P E Z B H A Y W
G N I R R A E Q S N M H J A I Q G A B T
G W L P W P P J M R R N W R D O X G I J
T R E N D Y T E E N I H W P V Y N H B N

1. Jewelry worn for those who follow the hip hop fashion. _____
2. Boots and shoes are _____.
3. The most important thing for this teenager is to be on fashion.

4. Your group of friends is your _____.
5. It's a popular hairstyle among punks. _____
6. People who don't follow only one fashion but create their own style have
a _____.
7. A synonym for clothing. _____
8. The fashion you carry off is your _____.
9. It is a distinctive style of fashion worn by ordinary young people.

10. An accessory commonly worn by emos. _____

Now it's time to put your creativity into action.

1. Let's organize a fashion show! What about creating your own model and presenting it on the catwalk? The models could be designed to represent different subcultures, for example, using recycled materials.

Learning more...

If you wanna learn more about fashion and have fun, try these sites:

http://www.stardoll.com/en/dolls/205/History_of_Fashion.html. Access: 26/11/2007.

<http://www.fashionmuseum.co.uk/htmlContent/game.html>. Access: 26/11/2007.

Obras consultadas

WICKS, Matt. Imaginative Projects. 1^a ed. Cambridge: Cambridge University Press, 2000.

Documentos consultados on-line

<http://www.britishcouncil.org/learnenglish-central-magazine-homepage.htm>. Access: 02/10/2007

<http://www.chiff.com/a/fashion-colors.htm>. Access: 21/11/2007.

<http://www.fashionmission.nl/History-of-Fashion--0002090002.dfs>. Access: 26/11/2007.

<http://www.pbs.org/newshour/infocus/fashion/whatisfashion.html>. Access: 26/11/2007.

<http://www.thefreelibrary.com/Earth-friendly+fabrics-a0158214408> 08/02/2008