

1. Do the vocabulary exercises:

1. Fill in the gaps with the missing words:

Came - avoid – comes - execs - history – sports - cultural – range – seeing - adjust

The Barbie doll is one of the most successful toys in _____. It was launched in 1959 by the U.S. toy manufacturer Mattel. It has since become a _____ icon. American businesswoman Ruth Handler _____ up with the idea of an adult doll for small girls after _____ her daughter dressing up paper dolls. The name 'Barbie' _____ from Handler's own daughter Barbara. Over 350,000 dolls were sold in the first year. Over a billion Barbies have been sold since. Clever marketing means toy _____ keep Barbie up with the times. They adjust to every _____ challenge and change. Her waist was recently widened to _____ stereotypes that women must be thin. She also _____ a tattoo on her back. Sales are also boosted by a _____ of pets, cars and accessories – everything the young woman might need.

2. Choose the correct tense:

The Barbie doll **(be)** one of the most successful toys in history. It was **(launch)** in 1959 by the U.S. toy manufacturer Mattel. It has since **(become)** a cultural icon. American businesswoman Ruth Handler **(come)** up with the idea of an adult doll for small girls after **(see)** her daughter dressing up paper dolls. The name 'Barbie' **(come)** from Handler's own daughter Barbara. Over 350,000 dolls were **(sell)** in the first year. Over a billion Barbies have been sold since. Clever marketing **(mean)** toy execs **(keep)** Barbie up with the times. They **(adjust)** to every cultural challenge and change. Her waist was recently **(widen)** to avoid stereotypes that women must be thin. She also sports a tattoo on her back. Sales are also **(boost)** by a range of pets, cars and accessories – everything the young woman might need.