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.

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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.

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