2 Global culture?

Reading eliminating 'almost right' answers; matching prompts to text

1 Read the Exam Reminder. Why do you need to be extra careful when you do this task?

Exam REMINDER

Eliminating 'almost right' answers

- Quickly read the whole article for general understanding.
- Make sure you read the matching questions and underline the key words in each.
- Remember that each matching question goes with only one part of the article. However, be careful because other sections may be 'almost right' for the questions, but there will be certain details that do not match.
- Try to find all the possible sections to match each question without reading the article in detail.
- Then decide which options are only 'almost right' and which one is completely right.

Are you **dressed** to impress?

A

When I was walking along a crowded street in Berlin recently, a friend pointed out two people on the other side of the street. 'They're clearly British!' he said. I asked him how he could be so sure and he replied that it was obvious from their dress and style. Even in an apparently global world, our clothing habits are still deeply linked to culture. What we choose to wear communicates important information about ourselves – for example, our status – as well as about the values of our society. Whether we like it or not, our style of dress is influenced by our cultural background. Even people who choose to dress 'alternatively' have been influenced by culture. Their need to be different to the crowd may mean rejecting conventional styles, but they will often adopt a different set of conventions from a particular subculture that they are attracted to.

B

People's clothing may be determined by cultural traditions and have origins dating back hundreds of years, without us even realising! For ceremonies such as a wedding or a coming-of-age celebration, people may be required to dress in a certain way. Clothes like a Scout uniform or sports teamwear may identify people as belonging to a specific **subculture.** Alternatively, a uniform or special item of clothing may tell people what job you do. The colours you wear may also be influenced by your culture. A colour that is seen as elegant or lucky in some parts of the world can mean the opposite in others. In China, red is a lucky colour that is often worn by brides on their wedding day, but in many countries a bride wearing anything but white would be unusual.

C

Views of what represents appropriate clothing have changed significantly over time, often reflecting changing values in society. For example, in many western societies, it used to be unacceptable for women to wear trousers in public and, if you look back at photos of any European city up to the 1950s, it is clear that few men felt comfortable going outdoors without a hat. Of course, trouser-wearing women and hatless men are now a common sight in this region. In the end, clothing habits have always been linked to what any particular culture decides is acceptable at the time. This may apply to how long shorts or skirts should be, what parts of the body can be exposed and indeed whether ripped jeans are acceptable at all.

D

It is not just the clothes themselves but ideas about how or when they should be worn that vary according to different cultural values. In business meetings in many countries men are still expected to wear a tie and jacket, but is it acceptable for them to remove their jacket when working in temperatures of 30°C (86°F)? An overseas relative attending a funeral in Britain might wear colourful clothes rather than black to the ceremony, but this might be considered by UK family members as not appropriate. The problem is that dress codes are specific to a culture and are nearly always unwritten, but understanding them can really help us feel comfortable when interacting with people in that culture.

subculture (*n*): a particular group of people whose behaviour and / or beliefs make them different from the rest of society

LIVEWORKSHEETS

2 Read and complete the Exam Task.

Exam TASK

Matching prompts to text

Matching prompts to text For questions **1–10**, choose from the sections **(A–D)**. The sections may be chosen more than once.

Which section

1 mentions clothing trends? _____
2 explains how people may unintentionally offend others with what they wear? _____
3 mentions clothes that users have no choice but to wear? _____
4 explains the reason why some people want to dress differently to others? _____
5 describes how ideas about clothing have changed? _____
6 mentions the ability to spot where a person comes from just from their clothes? _____
7 says that what we wear indicates our position in society? _____
8 describes how the same clothes can be viewed in very different ways in different cultures? _____
9 explains that cultures are often not explicit about what people should wear or not? _____
10 mentions that people dress according to what is currently acceptable in their own society? _____

Vocabulary traditions and festivals

1 Complete the sentences with these words.

ancestor bond reception speech witness

1 The official opening of the games normally comes after a _____ by the local mayor.
2 The festival celebrates the close _____ between local farmers and the land.
3 The builder of this house was a direct _____ of the current owner.
4 The villagers organised a really big _____ for their Olympic athlete when she returned.
5 The police are speaking to a _____ following the car crash.

2 Complete the text with these words.

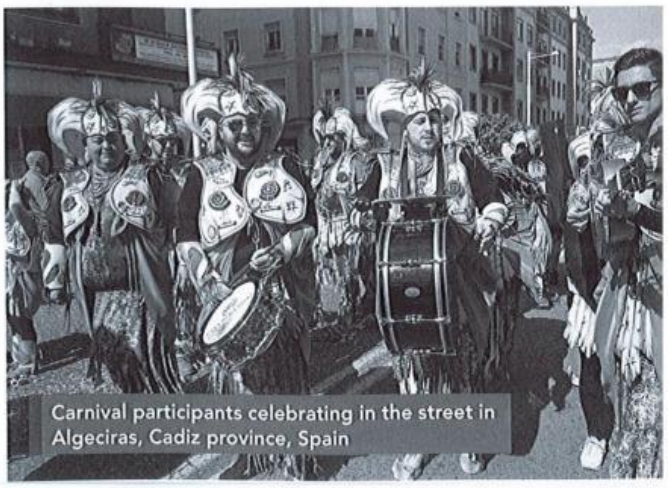
costumes festival festivities legend masks parade spectacle spectators tradition

The Carnival of Cadiz is a big and colourful [1] _____ through the streets of Cadiz, in southern Spain. It lasts ten days and during that time, various dance, singing and theatre groups called *chirigotas* put on street performances. They can be identified by the [2] _____ they wear, which are like a kind of uniform. Most of the performers also wear [3] _____, but some simply paint their faces.

The Carnival is an important popular [4] _____ which may have begun in Roman times to celebrate Roman gods, at least according to popular [5] _____.

The [6] _____ formally end with a strange Spanish [7] _____ known as 'The Burial of the Sardine'.

It is estimated that nearly half a million [8] _____ attend the Carnival every year to enjoy the [9] _____ of groups competing to put on the best show.



Carnival participants celebrating in the street in Algeciras, Cadiz province, Spain

LIVEWORKSHEETS