

## READING

1 Look at the photo on page 9. Why do you think sunglasses are always in fashion?



### PREPARE FOR THE EXAM

#### Reading and Use of English Part 1



2 Read the first two paragraphs of the article. Decide which answer (A, B, C or D) best fits each gap.

0 A put	B came	C opened	D presented
1 A likely	B sure	C proper	D hopeful
2 A approved	B favourite	C welcome	D popular
3 A regarded	B treated	C considered	D weighed
4 A matter	B kind	C subject	D reality
5 A told	B reported	C explained	D described
6 A avoid	B prevent	C protect	D reduce
7 A normal	B usual	C general	D regular
8 A deeply	B widely	C highly	D largely

Can you think of an item which has never been out of fashion, ever since the time it (0) came on the market? You might think denim jeans are a (1) \_\_\_\_\_ candidate. But, while they have always been (2) \_\_\_\_\_, there have also been times when they were (3) \_\_\_\_\_ to be unfashionable by expert 'fashion watchers'. As a (4) \_\_\_\_\_ of fact, the only fashion item that has always been cool to wear since the start of the twentieth century is a pair of sunglasses, or 'shades'.

So where did these **remarkable** things come from? Back in 60 CE, the Roman emperor Nero was (5) \_\_\_\_\_ to have enjoyed watching fighting in the Colosseum through clear green stones to (6) \_\_\_\_\_ his eyes from strong sunlight. Such luxuries were unaffordable for the (7) \_\_\_\_\_ public, of course. It wasn't until nearly two thousand years later that coloured glasses became cheap enough to be (8) \_\_\_\_\_ available.

One of the things that led them to become such **desirable** fashion items was their popularity with American film stars in the early 1900s. It is commonly believed that this was to **avoid** being recognised by fans. However, an alternative explanation is that in those days film actors often had red eyes because of the high-powered lamps that were used in film studios, and they didn't want the public to see them. Whatever the reason, when businessman Sam Foster began selling inexpensive, **mass-produced** sunglasses in 1929, he found a ready market.

Nowadays sunglasses are big business, with hundreds of different brands to choose from. In fact, the industry **generates** 34 billion dollars per year in sales. Celebrities continue to be unpaid promoters of the products. Singer Elton John, for example, is thought to have a sunglasses collection of over 1,000 pairs. Sunglasses have even played minor roles in films. In the 1999 sci-fi thriller *The Matrix*, starring Keanu Reeves, all the good characters wore round shades, and the bad guys all wore rectangular ones.

But what is the real reason for their continuing popularity? Is it simply the fact that the general public has a strong desire to copy the rich and famous? The truth of the matter is, people wear them for various reasons: comfort and clear vision bright sunlight, protection from the dangerous rays of the sun, to avoid eye contact with others, or even to hide their emotions. All of these are reasonable excuses for putting on dark shades. But it is generally recognised that the main reason is much simpler: they look cool!

