

UNIT 3

C1.1

1. **Gradable and non-gradable adjectives. Choose the best word to complete the following sentences.**

1. I'm ____tired. I'm going to take a nap.
a) incredibly b) absolutely c) totally d) utterly
2. It was ____impossible to answer the question.
a) extremely b) absolutely c) incredibly d) rather
3. I bought some ____cheap shoes at the weekend.
a) extremely b) absolutely c) totally d) utterly
4. Sam's got a very ____nose.
a) enormous b) huge c) large d) massive
5. I was ____disappointed by Leonardo DiCaprio's last film.
a) utterly b) terribly c) completely d) totally
6. The museum contains many valuable pieces, but the collection as a whole is absolutely _____.
a) expensive b) priceless c) valuable d) pricey
7. My neighbours are ____noisy! I wish they'd be quiet!
a) utterly b) totally c) completely d) incredibly
8. The meal Sarah cooked for us was absolutely _____.
a) delicious b) tasty c) nice d) good
9. Dave's girlfriend was wearing ____short skirt.
a) an utterly b) an awfully c) a quite d) a totally

10. Don't ask my father to help - he's _____useless.
a) completely b) very c) extremely d) awfully
11. I was a bit _____when I went to bed after watching the horror film.
a) terrified b) petrified c) scared d) horrified
12. It's extremely _____that we solve this problem quickly.
a) crucial b) essential c) vital d) important

2. Read the text below and think of the word that best fits each gap. Use only one word for each gap.

The two levels of improving your look

When I talk (1) _____ looking better, there are two degrees of this. The (2) _____ is to just get yourself looking half-decent and eliminate any obvious appearance-related mistakes. I'd have a hard time arguing that someone shouldn't at least (3) _____ this. There aren't any downsides at all to it.

The second level would be to put the effort (4) _____ becoming more fashionable than average. There are a lot (5) _____ benefits to doing this, but it (6) _____ more work. You (7) _____ learn about clothes and style, devote time to shopping, and possibly spend more money.

Article from SucceedSocially.com

3. Read the text below. Use the word given in capitals at the end of each line to form a word that fits in the space in the same line. There is an example at the beginning.

Socially Conscious Fashion

In a world where everyone wants to stand for something, the fashion sector is no different. There is a (0) **growing** trend in the fashion world that doesn't have anything to do with patterns, textures or colours. Being (1) _____ is a rapidly increasing concern of (2) _____ and fashion icons alike, as they become more conscious about the effects of the (3) _____, the presentation and the purchase of everything they wear.

With the (4) _____ of the fair fashion practices that started in the '90s with the petitions against the (5) _____ (6) _____ use of fur in fashion, the custom of being more socially conscious about your fashion (7) _____ has taken off. The effects of this trend can even be felt at the business planning level of large fashion corporations who have noticed how their profits are affected when a lack of attention is given to it. The social concerns of the trend often address labour practices, animal rights or the protection of the environment. This is due to the fact that many customers want to be (8) _____ of where their new fashion items come from, under what conditions they were made, and the consequences their production has had on other cultures and the planet.

Some companies are even using this eco-friendly 'fashionistas' trend to redefine their target market. Take for example 'Tom's Shoes', a company that gives away a pair of shoes to someone 'in need' for every pair that is bought. In this instance, a shoe (9) _____ who is also (10) _____ in helping others may be easily convinced to buy shoes from 'Tom's', especially if the alternative is to buy from another shoe store that has no interest in protecting or helping less privileged and affluent individuals.

In a sector that has always been dominated by style, progressive trends and brand names, it will be interesting to see if the current trend of (11) _____ and eco-friendly (12) _____ will become the norm in our ever-changing world of fashion.

GROW

ETHIC
CONSUMERISM
PRODUCE

EVOLVE

SOCIABLE-ACCEPT

CHOOSE

SURE

LOVE - INTEREST

SOCIAL
CONSCIOUS

4. Read the text and choose the correct answer a, b, c or d.

Fairtrade fashion is about decent working conditions, local sustainability, and fair terms of trade for local farmers and workers, as well as offering competitive prices for customers. It has now developed to be a major player in the fashion world, because many customers are looking to an alternative to the exploitative old guard. It addresses the injustice of conventional trade, which has traditionally discriminated against the poorest, weakest producers and made a healthy profit of their backs. Fairtrade has the potential to alleviate poverty at the household level and change the unfair structures of world trade, creating a more democratic system.

Fairtrade in the fashion sector started out with small co-operatives developing textiles and handicrafts. The cotton used in fair-trade product is grown by farmers who receive a fair deal for their work. It enables them to have more autonomy and improve their lot in life. In addition to their salary, farmers also receive a premium which goes towards projects in their local community, such as establishing access to clean drinking water or building a school. Now, shoppers who are concerned about not only style, but also how the clothes are made, can choose ethical clothing labels. Fairtrade designers are using quality natural materials, preserving local artisan skills of hand embroidery and crochet, and producing clothes that are sold at affordable prices and offer a sustainable alternative to the high street. Now you can look stylish and feel good because you are contributing to a good cause.

1. The 'old guard' mentioned in paragraph one

- A. ... exploits shoppers by charging too much for articles of clothing that were made very cheaply in developing countries.
- B. ... is changing and now pays farmers a fair price for their work.
- C. ... has in the past taken advantage of the poorest members of the corporate chain in order to make money.
- D. ... is now losing out to fair-trade fashion, because people don't mind paying more for ethically produced clothing.

2. Shoppers who buy fair trade products can feel good about themselves, because:

- A. They are contributing to small local businesses in areas where there are no schools or access to drinking water.
- B. ... they are buying clothes made with fabric that farmers have been paid fairly for, and also because part of the payment goes to help the local community.
- C. ... the clothes are affordable and better quality than traditional fashion brands.
- D. ... because they can look stylish and not feel guilty about it.