



word

generation

UNIT 4.10

WHY DO WE WEAR WHAT WE WEAR?

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Action News

Why do we wear what we wear?

Fashion and Fitting In

PAIGE REIDER: Good day, student viewers! This is Paige Reider with a new report on a **dilemma** facing many kids in schools today: deciding what to wear. And this is a decision kids face every day! Justin, why is it such a big deal how kids dress?

JUSTIN THYME: Well, Paige, it's important for many kids to fit in with their **peers**. So, many kids dress according to what's in fashion because they feel that way they'll fit in.

PAIGE: But who decides what's in fashion?

JUSTIN: A lot of what's in fashion comes from what kids see on television and in movies. I spoke with David, a student at Park Hill Elementary School, who admits he's **influenced** by advertisements he sees on television. His friend Michael reported that he knows which brand of sneakers his favorite basketball player wears, and he asks his family to buy that brand.

PAIGE: But what happens when these styles and brands cost more than their families can or want to spend?

JUSTIN: What happens, Paige, is that when families feel pressure to spend a lot on clothes, they sometimes end up having arguments. But some kids also told me that *they* feel pressure too – the pressure to buy what's in fashion so they'll fit in.

PAIGE: So this is an issue that affects everybody! I hadn't thought of that. It's too bad that wearing what's in fashion can cause problems for kids and their families. What other reasons do kids have for deciding what to wear?

JUSTIN: Some kids dress a certain way not because of fashion but because of their culture or religious beliefs. Daliah, another student at Park Hill, told me that when she becomes a teenager, she's going to wear long sleeves and a headscarf, a *hijab*, because it's important to her as a Muslim. For her, it's not about what's in fashion, but about following her religious beliefs.

PAIGE: Have you found out any other reasons why kids dress as they do?

JUSTIN: Definitely! Danny said he dresses according to what's most comfortable for him. He doesn't care what he looks like. Old sneakers, sweatshirts, and baggy pants are his favorite clothes. Katrina, on the other hand, said she feels she can **express** herself by what she wears. She *wants* to dress differently from everyone else. She loves bright colors and unusual shoes. If kids tease her, she doesn't mind. But she gets really angry when kids tease her friends, because she knows that getting teased about their clothes upsets them.

PAIGE: Well, if kids are getting upset, it sounds pretty serious. Do you think that the only way that students will stop teasing each other is if they all dress the same by wearing school uniforms?

JUSTIN: Well, that's one way that schools have tried to **address** the problem. But then kids seem to find other things to tease about, so it doesn't **entirely** stop the problem.

PAIGE: I'm sure this isn't the last time we'll hear about this **dilemma**. By the way, I love what you're wearing. Is that a new tie?

JUSTIN: Sure is! Thanks for noticing.

PAIGE: You're welcome, Justin, and thanks again for keeping us informed!

This is Paige Reider, signing off!



Discussion questions: How do you decide to wear what you wear? Do you think you ever dress a certain way to fit in?



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Reader's Theater

Why do we wear what we wear?

Peer Pressure About Clothing

Ms. Santayana was teaching her class about clothing styles in other countries. She read to her class a news article about Suziann Reid, who immigrated to America from Jamaica as a child. When Suziann was in eighth grade, her **peers** teased her about the ankle-length skirts she wore every day, even when she competed in a relay race on the school's annual field day.

Line

- 1  **Martin:** Running in a skirt? She must have looked really strange. Besides, that just sounds dangerous!
- 2  **Salvador:** Obviously, Suziann's skirt didn't affect her running. And why would someone with her talent care what anyone thinks about her outfit? There's no **dilemma** there. She ended up getting a full athletic scholarship to college, winning 10 NCAA awards, and even running in international competitions. She had the last laugh for sure.
- 3  **Rosa:** Suziann honored her Jamaican roots and did not give in to **peer** pressure. Some of my friends are afraid that they will be made fun of by their **peers** if they wear clothes that aren't cool. Instead of wearing clothes that they want to wear, they choose clothes that they think their classmates will like.
- 4  **Sharon:** Maybe Suziann wore a skirt as a way to **express** herself. Like me—what I wear tells people who I am. I like bright colors and all kinds of fabrics, and it's fun to dress up in them. If kids tease me about my outfits, I don't even **address** their comments. It just shows that they have no imagination!
- 5  **Salvador:** When I get dressed for school I focus **entirely** on what's comfortable—and clean! As long as my clothes are good for shooting hoops, I don't care if I get teased. My real friends don't care about what I wear—just my skills on the basketball court.
- 6  **Rosa:** I'm with you, Salvador. I don't dress for my **peers**. But I do pay attention to what my favorite actresses wear on TV. See these sweet shoes? Melissa Masters wore them on her show, so I asked for them for my birthday.
- 7  **Martin:** **Peer** pressure doesn't have to be negative. My **peers influence** my style, and that helps to keep me looking fresh. If I don't stay on top of the latest trends, then my **peers** let me know. I think the results speak for themselves.
- 8  **Sharon:** You know, I never thought of **peer** pressure as being positive.
- 9  **Martin:** Remember when we all got together and stood up to that bully in third grade? That was positive **peer** pressure.
- 10  **Rosa:** We shut him right down, too. Jacob hasn't made fun of me since.
- 11  **Salvador:** But because we're friends, we can make fun of you for falling asleep on the school bus.



Turn and Talk: What is **peer** pressure? Do you think **peer** pressure is part of the reason kids dress a certain way?


Characters' Perspectives

Why do we wear what we wear?

Martin, Rosa, Salvador, and Sharon

Directions: With a partner, talk about each statement and decide which one describes each character's perspective. **Find and highlight** evidence from the Reader's Theater text to support your answer.

What does **Martin** think?




- Martin thinks that running in skirts gives athletes an advantage.
- Martin thinks that **peer** pressure helps him to look cool at school.
- Martin thinks that basketball players should be able to wear their favorite clothes.

What does **Rosa** think?




- Rosa thinks that **peer** pressure can help kids do better in school.
- Rosa thinks kids who are teased should dress like Melissa Masters.
- Rosa thinks that Melissa Masters' shoes are cool.

What does **Salvador** think?



- Salvador thinks that his real friends care about his talent, not his clothing.
- Salvador thinks that TV actors **influence** many kids' clothing choices.
- Salvador thinks that wearing bright clothes means a person needs attention.

What does **Sharon** think?











- Sharon thinks that everyone should dress modestly because it is a sign of respect.
- Sharon thinks that running in long skirts is a silly idea.
- Sharon thinks that wearing unique clothes is an **expression** of her personality.

What do **you** think?

Word Study









Why do we wear what we wear?

A Closer Look at Our Focus Words

	dilemma	influence	peer
<p>Definition</p> 	<p>(noun) problem, predicament</p>	<p>(noun) effect or impact on someone or something (verb) to have an impact on</p>	<p>(noun) a person of the same age, status, and/or ability</p>
<p>Sample Sentence</p> 	<p>And why would someone with her talent care what anyone thinks about her outfit? There's no dilemma there.</p>	<p>My peers influence my style, and that helps to keep me looking fresh.</p>	<p>Peer pressure doesn't have to be negative.</p>
<p>Another Example</p> 	<p>I had a dilemma about what to buy with the five dollars my grandmother gave me.</p>	<p>My brother started smoking because he was influenced by advertisements that made cigarettes look cool.</p>	<p>Sometimes I feel pressure to be like my peers in the way I dress.</p>
<p>Turn and Talk</p> 	<p>Describe a recent dilemma you faced.</p>	<p>Which artists have influenced your taste in music?</p>	<p>What is something you can learn from your peers?</p>
<p>Choose a picture</p> 	<p>Which message expresses a dilemma?</p> 	<p>Circle the sign that might influence what you have for lunch.</p> 	<p>Circle the sign your peers might be more interested in.</p> 

Word Study, continued

Why do we wear what we wear?

	entirely (adv.) entire (adj.)	address	express (v.) expression (n.)
<p>Definition</p> 	<p>(adverb) completely, solely (adjective) whole</p>	<p>(verb) to speak to; to think about or act on an issue (noun) a speech</p>	<p>(verb) to say or show what one thinks or means (noun) a saying; what one communicates; an emotion visible on one's face</p>
<p>Sample Sentence</p> 	<p>When I get dressed for school I focus entirely on what's comfortable—and clean!</p>	<p>If kids tease me about my outfits, I don't even address their comments.</p>	<p>Maybe Suziann wore a skirt as a way to express herself.</p>
<p>Another Example</p> 	<p>"Thank you for that delicious meal, Mr. Johnson!" "You're entirely welcome, Chantal!"</p>	<p>The president addresses the American people in his State of the Union speech.</p>	<p>The candidate expressed his thanks after his campaign ended.</p>
<p>Turn and Talk</p> 	<p>If you could spend the entire day doing only one activity, what would it be?</p>	<p>If I were going to address the U.S. Congress, I would tell them _____ .</p>	<p>What are some ways to express your love for someone?</p>
<p>Choose a picture</p> 	<p>Circle the message that focuses entirely on a candidate's promise.</p> 	<p>Circle the sign that addresses the benefits of milk.</p> 	<p>Circle the sign that expresses a negative statement.</p> 


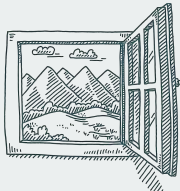
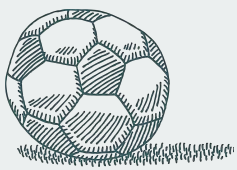
Word Study, continued

Why do we wear what we wear?

Multiple Meanings

Words that are spelled the same often have different meanings. These multiple meaning words are called “polysemous” words.

The word “draft” can have all of the following meanings:

			
draft	an early version of a piece of writing (Example: This is just a rough draft of my final paper.)	a cold wind (Example: Close the window! There’s a draft coming in!)	recruiting for a team or the military (Example: She was the first choice in the soccer draft.)

How many definitions can you think of for the following words?

address			
peer			
express			

Math

Why do we wear what we wear?

Where do our clothes come from?

In this unit, we have seen how many factors can **influence** what we choose to wear. In the Reader's Theater, the characters discussed how Suziann's customs **influenced** what she wore during a track competition. The characters also talked about how **peer** pressure sometimes plays a role in clothing choices.



Some issues we have not **addressed** yet include where our clothes come from, who makes them, and how they get to us. Let's think about the origins of clothes and whether or not where they are made **influences** us.

When we think of a pair of brand-name sneakers, most of us do not think about where they come from or who made them.

1. Look at the table to the right. Add the first three expenses to find the cost of producing a pair of these designer shoes.

- Show your work in a number sentence.
- What is the biggest cost for the company?
- What is the smallest cost for the company?

This is what one company says it costs to produce a pair of shoes.

What do you notice about the data in this table?

Breakdown of costs per pair of \$100.00 designer shoes

Materials	\$12.75
Labor	\$3.75
Other production costs	\$7.50
Advertisement	\$50.00
Designer and retailer profits	\$26.00

Source: based on <http://www.citinv.it/associazioni/CNMS/archivio/multinazionali/costoscarpenike.html>, 1997 data, adjusted to estimate the same costs in 2011.

2. Look at the table again. Write a number sentence that compares the cost of producing a pair of shoes to the amount the company spends on advertising for one pair of shoes.



Collect and Discuss Data: As a class, investigate the tags or labels on your shirts, pants, or shoes. Where were they made? Write down the names of the countries and tally the results.

Interview

Why do we wear what we wear?

Interview with Professor Lan Nguyen Chaplin



Lan Nguyen Chaplin, a professor at Villanova University, studies consumer behavior in children and adolescents.

Susana: Thank you so much for speaking with us today. We've heard a lot about how advertisements **influence** what kids want and ask their parents to buy for them. Do you think kids value clothes and video games more than they value friends?

Prof. Chaplin: It's true that companies market their products to kids, and we are finding that advertisements can be found in school classrooms, cafeterias, hallways, and even on school buses. These can definitely **influence** what kids want to buy and own. But I don't think that kids value clothes or video games more than they do their friends or families. I conducted a study and asked 150 children and adolescents, ages 8 through 18, to define what makes them happy. The majority of respondents **expressed** that people, pets, achievements, hobbies, sports, and material things were most important to them.

Arun: So we do care about material things like clothes and games, but we also value our relationships and what we accomplish. What makes us happiest according to your study?

Prof. Chaplin: It seems that kids your age and older value family, friends, coaches, and teachers as key sources of happiness.

Susana: My mother will be glad to hear that! I had another question. Did you find any differences between boys and girls?

Prof. Chaplin: There were some interesting differences. Girls more often listed people and pets as sources of happiness, whereas boys were more likely to list sports as a key source of happiness.

Arun: Well, I love my dog Sparky, and I love to play baseball with my uncle Kamal, and I'm a boy. I guess that means I love pets, sports, and my family! I also love watching my favorite programs on television, but now I check out the advertisements and think about what they're trying to sell me.

Prof. Chaplin: First of all, I think it's great that you're thinking about these **influences**, Arun. These days, we tend to assume that children and adolescents are only interested in expensive material things. But what really makes them happy is spending time with family and friends. It's kids who don't have good support from family and friends who try to find happiness in things like clothes.

Susana: That makes sense to me. I have a friend who buys things to be popular. That's kind of sad for her.

Prof. Chaplin: Well, try to be a good friend to her, Susana. She probably wants your friendship more than anything she could ever buy.

Arun: That's great advice, Professor Chaplin! Thank you so much for talking to us today!



Discussion question: Can having the right clothes make you popular?

Science

Why do we wear what we wear?

Brand Loyalty

Brand-loyal people tend to always buy the same brand of a product no matter what. For example, people loyal to Irish Spring will always buy this particular soap even if other similar brands are less expensive. But have you ever wondered if brand loyalty is stronger with certain kinds of products? Let's do some data collection in your class to see if there are any patterns. It should be interesting to compare attitudes about an item like pizza to something **entirely** different, like athletic shoes.



- **Step One:** Decide on one type of product (not a brand) you will ask about. For example: shoes, paper towels, soda, pants, pizza, etc.
- **Step Two:** Survey 10 of your classmates.
Ask: "When you purchase _____, is your decision **influenced** by the brand?"
- **Step Three:** Add up the number of responses you get for the categories: *yes*, *sometimes*, and *no*.
- **Step Four:** Write a short summary of what you found out about your **peers**.
- **Step Five:** Discuss your results with your class to see if there might be certain types of products with strong brand loyalty in your class and other products with little or no brand loyalty. Be ready to report about your data when you are asked to **address** the class.

Name of student	Is he or she influenced by brand when buying this type of product?		
1.	<input type="checkbox"/> yes	<input type="checkbox"/> sometimes	<input type="checkbox"/> no
2.	<input type="checkbox"/> yes	<input type="checkbox"/> sometimes	<input type="checkbox"/> no
3.	<input type="checkbox"/> yes	<input type="checkbox"/> sometimes	<input type="checkbox"/> no
4.	<input type="checkbox"/> yes	<input type="checkbox"/> sometimes	<input type="checkbox"/> no
5.	<input type="checkbox"/> yes	<input type="checkbox"/> sometimes	<input type="checkbox"/> no
6.	<input type="checkbox"/> yes	<input type="checkbox"/> sometimes	<input type="checkbox"/> no
7.	<input type="checkbox"/> yes	<input type="checkbox"/> sometimes	<input type="checkbox"/> no
8.	<input type="checkbox"/> yes	<input type="checkbox"/> sometimes	<input type="checkbox"/> no
9.	<input type="checkbox"/> yes	<input type="checkbox"/> sometimes	<input type="checkbox"/> no
10.	<input type="checkbox"/> yes	<input type="checkbox"/> sometimes	<input type="checkbox"/> no
	total number of yes responses: _____	total number of sometimes responses: _____	total number of no responses: _____

Article

Why do we wear what we wear?

A Young Muslim Woman's Dilemma

Sometimes it's not skill but clothes that stand in the way of being an athlete.

Even when Ibtihaj Muhammad was a young girl in New Jersey, she knew that more than anything else she wanted to be an athlete. But as a religious Muslim, she also knew that once she became a young woman she would need to dress modestly, according to the rules of her religion.

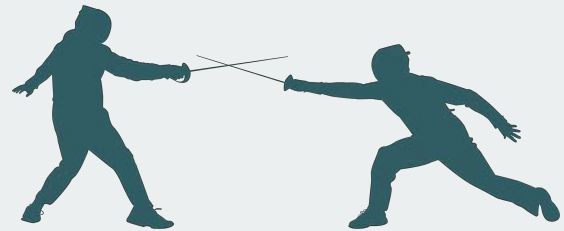
Could she find a sport that would let her wear clothes that covered her body **entirely** except for her face and hands? Swimming? Not possible.

Volleyball? She still looked too different from her teammates, who wore shorts. While she thought about this **dilemma**, someone mentioned the sport of fencing. "Everyone had to dress the same way. We had to wear knickers and long socks and long sleeves. It was the first time that I was on a team and felt like I was really part of it." She found that she loved fencing and became one of the top 22 fencers in the world and the second best in the United States. She even tried out for the Olympic Team!

Although Muhammad was able to **address** the issue of modesty by becoming a fencer, wearing the *hijab*, a headscarf, still makes her look different from the others. Sometimes that has been difficult for her. She still has gotten extra attention from her **peers** and has been discriminated against by a high school referee. "It can be hard to imagine yourself as an Olympic athlete because of the way you dress [as a Muslim woman]," she said. "But I'm hoping this opens the door for Muslim girls to imagine themselves in this space. If this message reaches anyone, even one person, it will be worth it." She **expressed** her motto this way: "Sports is something you can do in hijab, and you shouldn't let your faith compromise how athletically gifted you become. Just like race or gender, religion should not hinder you from achieving your goals."



Ibtihaj Muhammad

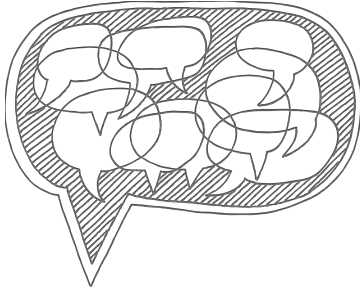


Discussion questions: Have you ever had to wear something that made you feel like you didn't fit in with others? Or something that you thought made you look different from your **peers**? How did you feel about that?

Source: Laura Tillman's article in *The Huffington Post* on 11/10/11: "Ibtihaj Muhammad: First U.S. Athlete To Wear Hijab in the Olympics?" http://www.huffingtonpost.com/laura-tillman/ibtihaj-muhammad_b_1082342.html

Debate

Why do we wear what we wear?



What should have the biggest influence on what you wear?

Your teacher will explain the format of this week’s discussion or debate. You may need to organize some notes in the space below:

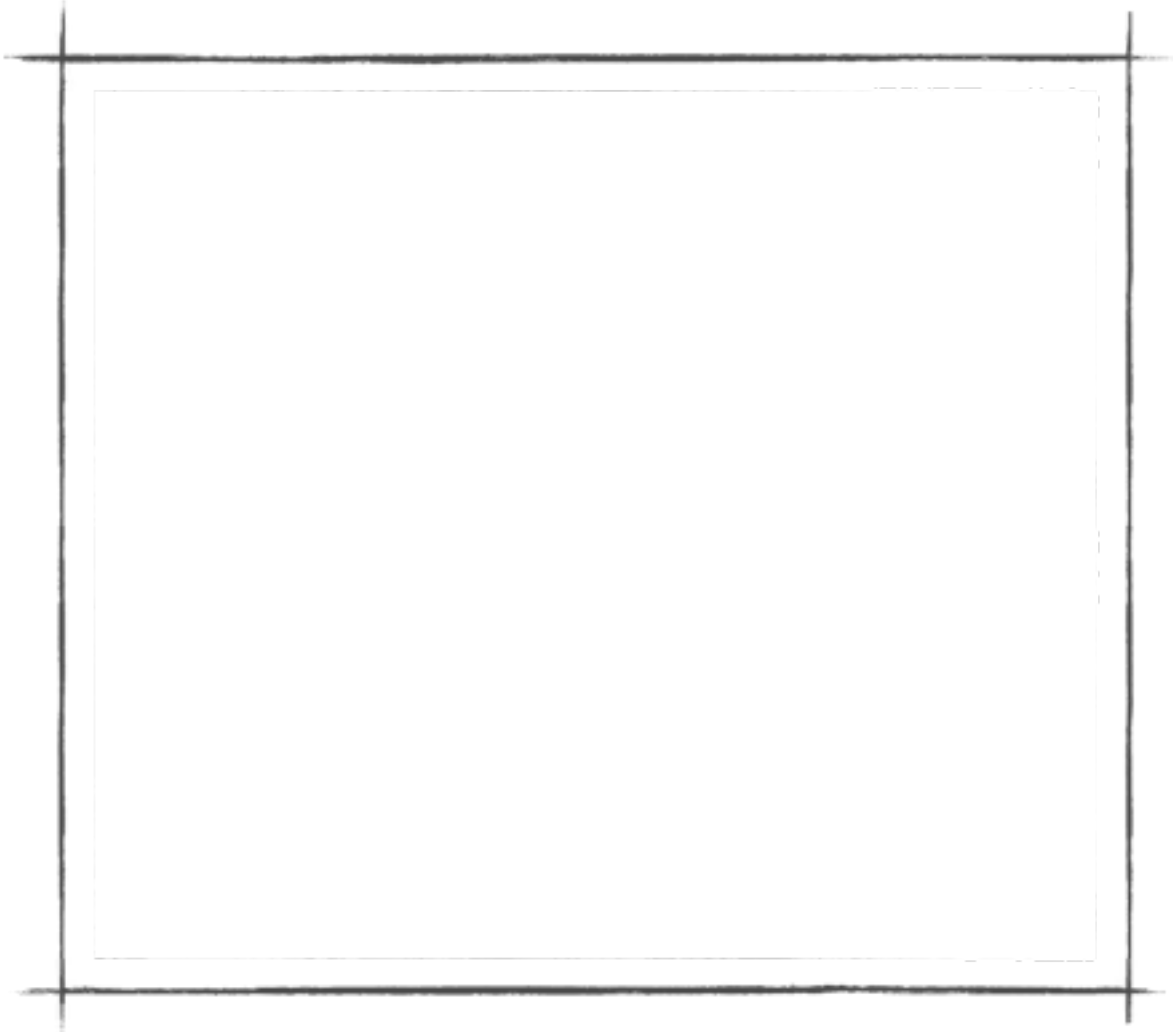
Perspective	Reasons for	Reasons against
peers		
family		
self-expression		

Pre-Writing

Why do we wear what we wear?

Influence Your Peers

Design an article of clothing that one of your **peers** would want to purchase. Think about the reasons why he or she would want to wear this item to school. Then, write about your item and **address** the reasons why your **peers** would be **influenced** to buy it.



Writing

Why do we wear what we wear?

What should Sean do?

Imagine that Sean is a fourth grader at your school. On Monday, Sean’s older brother stopped him on the way out of the apartment. He told Sean to go change his clothes and put on something that looked “normal” so that the other kids would not make fun of him.

Should Sean wear whatever he wants to school?
or should Sean dress like everyone else?

Write a response on the lines below.

Make sure to:

- state your position
- provide support for your argument from the unit or your personal experience
- use the focus words

Writing Support Option

Why do we wear what we wear?

Use this chart to plan your writing if you find it helpful.

TOPIC SENTENCE:
Introduce your opinion.

My opinion is _____

REASONS:
Provide reasons that are supported by facts and details.

A REASON AGAINST:
Strengthen your argument by showing you have thought about both sides of the issue.

People who disagree with me might say _____

RESPONSE:
How would you respond to the reason against?

CLOSING SENTENCE:
Restate your opinion.

In conclusion, _____