1) Pre-reading

1.

A

B

2.

C

D

2) Vocabulary

【**innovation / industry / convince / drastic / inevitable / battlefield / functional / ease / scarce / flexible**】

1. (adj.) changes are strong, sudden, and often severe

2. (v.) to make someone feel certain that something is true

3. (n.) a place where a battle has been fought

4. (v.) if food, clothing, water etc is (　　　　　), there is not enough of it available

5. (adj.) designed to be useful rather than attractive

6. (n.) the production of goods, especially in factories

7. (adj.) able to change or be changed easily

8. (v.) to make / become something less severe or difficult

9. (n.) a new idea, method etc. that is used for the first time, or the use of new ideas, methods, etc

10. (adj.) something that is (　　　　　　) will definitely happen and you cannot avoid it.

3) Listening:

Part1

1st Paragraph is mainly about _____

2nd Paragraph: _____

Part2

1st Paragraph: _____

2nd Paragraph: _____

3rd Paragraph: _____

4) Reading: **Wh- questions** or **Yes / No questions**

　Make as many questions as possible according to the text.

Part1

1st Paragraph)

2nd Paragraph)

Part2

1st Paragraph)

2nd Paragraph)

3rd Paragraph)

5) Underline the parts which ①**you liked** ②**you need to remember**

6) WPM= 369 (209words＋160words) ÷ (　　　　　) seconds×60】

　【～**79wpm:fair**　　　　　　**80～119 wpm:good**　　　　　　**120 wpm～excellent☺**】

【B】 Lesson4 Chanel's Style Part1&2   Name:

1) Comprehension Check

Part1)

 1. Do a powerful innovator appear every year?

 2. What are the Jobs' innovative products? Give 3 examples.

 3. How did his products affect to the people around the world?

 4. What's the secret of success according to Jobs?

 5 How did Chanel accomplish great success?

 6 Why did Chanel's fashion become very popular?

 7. How much did Chanel change the women's fashion?   【slowly / gradually / constantly / drastically】

 8. What's the secret of success according to Chanel?

 9. What is PART1 mainly about?

Part2)

 1. Did Chanel want to belong to the group of women who wore corsets and decorated hats?

 2. What did Chanel do in 1908?

 3. Why did Chanel design comfortable dress?

 4. When did World War Ⅰ break out?

 5. How did WWⅠ changed the life of women?

 6. Why did Chanel's dress become popular in Paris?

 7. Was materials enough due to the war?

 8. How had jersey been used before Chanel?

 9. What did Chanel do in 1916?

10. Why were many ladies addicted to Chanel's shop?

11. What is PART2 mainly about?

2) Interaction:

a. Some people say that, "to do what you love" is a key to success. Do you agree with this idea?

b. Think of an innovative person like Jobs and Chanel. Do some research on him/her, and tell it to your classmates.

Chanel's Style

Part1

Once every so many years, a powerful innovator appears in the world. One recent example is Steve Jobs, an American leader in the IT industry. He kept introducing many innovative products such as portable audio players, smartphones, and tablet PCs. These products became widely used around the world and changed the way we live today. At a Stanford University graduation ceremony, Jobs offered the secret of his success by saying: "I'm convinced that the only thing that kept me going was that I loved what I did. You've got to find what you love."

Not so long ago, there was another innovator who had a big impact on the world. She was in the fashion industry. Like Steve Jobs, she achieved great success by producing what she liked. Her name was Gabrielle "Coco" Chanel. Her products met the needs of her era, and drastically changed women's fashion. She once said, "I just wear the dresses I want to wear. I always produce dresses I want to wear."

Part2

At the end of the 19th century, upper class women in Europe wore large wire-framed skirts with their waists laced with corsets. They were also putting large decorated hats on their heads. "I don't want to put myself in the same group as those ladies," exclaimed Chanel. She began to design small hats and in 1908, she opened a hat boutique in Paris. Later, Chanel designed comfortable dresses that she liked and wanted to wear. Of course, they needed no corsets.

World War I broke out in 1914 and the lives of both the rich and the poor in Paris inevitably changed. As the men went to the battlefields, the women had to do everything themselves without the men. These women needed simple and functional clothes that would allow them to move and work with ease. Chanel's dresses met their needs and gained popularity in Paris.

Due to the war, materials for dresses became scarce. Chanel's attention turned to jersey, a material that had previously been used for men's underwear. She began producing flexible dresses made from jersey in 1916. Many ladies rushed to Chanel's shop to buy these comfortable dresses. Chanel's "simple," "comfortable," and "useful" style had a strong influence on modern fashion.

Part3

Chanel laid the foundation for modern fashion items that are now common. For example, she popularized "the pants look" for women. In those days, women were riding horses wearing a skirt with both legs on one side of the horse. However, Chanel herself wore pants and rode horses like a man. This style of hers created a demand for women's pants. Chanel said, "I produced sportswear not because other girls played sports, but because I myself played sports. Out of necessity, I produced it for myself."

Chanel also changed the image of the color black. Black had been used for mourning dresses until she produced "the little black dress" in 1926. The dress won high praise in a famous fashion magazine and black became a popular color for dresses. Chanel said, "Most women and men have no sense of color. They should ask for suggestions. Black is the best color of all. Many people, like actresses, high society ladies, and maids, wore the dresses I produced."

Moreover, Chanel was the first to design women's shoulder bags. She found it frustrating to hold a bag because she couldn't use both of her hands. Therefore, she attached leather straps to her bags so that she could throw them over her shoulder.

Part4

When World War Ⅱ broke out in 1939, Chanel suddenly closed most of her shops and retired. Some people say she got tired of the fashion industry at that time. However, in 1954, at the age of 70, she made a dramatic comeback to the fashion world. Although her style was criticized as being out of date in Europe, her jersey suit was a big hit in America. The suit, named the "Chanel suit," was extremely popular among working women. Chanel said, "I am a logical person, so I produce only practical dresses. Many Americans are realistic people, so they accepted my dresses." She had been an innovator throughout her life and her innovations affected the lifestyles of many people.

Chanel had a strong enthusiasm for producing what she needed, what she wanted, and what she liked. That was the power that pushed her work forward. The products she created were embraced by the world and ultimately changed the world.