

**Exercise 5**

Read the following article about young people and clothes.

**Write a summary about why the choice of clothes is important to young people AND possible negative effects of these choices.**

**Your summary should be about 100 words long (and no more than 120 words long). You should use your own words as far as possible.**

You will receive up to 6 marks for the content of your summary and up to 5 marks for the style and accuracy of your language.

**YOUNG PEOPLE AND CLOTHES**

Nowadays, many people try to express their identity through personal possessions, such as the latest technology that they own or the car that they drive. Owning these status symbols is perhaps one of the most obvious ways of creating an impression.

It is true that you should not judge a book by its cover, but people still do. In the case of human beings, that cover is often their choice of clothing, and people look at the way that others dress to form an opinion of their character.

Young people in particular use clothing as a means of demonstrating their opinions, values and identity. In addition, they believe that clothes can have a positive effect on their communication with others in their peer group.

"Young people care about clothes because they say a lot about their personality," says Bridget Osborn, a fashion industry expert. "For young people, the clothes they wear are so important. Clothes can affect their mood and how they face the day. If young people put on something special, even when it's not a special day, then this can change their outlook." In reality, many young people have different clothes for different occasions, wearing school uniform at certain times and casual clothes at others.

The clothes that young people wear can sometimes give people the wrong impression. For example, if their clothes are wrinkled, stained or mismatched, it might send a message that they do not really care about their appearance, or even their school. On the other hand, if every piece of clothing on their body is brand new and expensive, and they make sure to let others know it, some people may take this to mean that they are too materialistic. If they like to wear a pair of fun shoes, a tie with a large pattern or a multi-coloured hat, it could be that they like to show their wild side. This type of person wants to demonstrate that they are different from other people.

However, many young people tend to be too focused on the brand that they are wearing and spend more than they can afford. Certain companies use well-planned advertising strategies to influence young people and control their ideas. This can make them fall into the trap of thinking that they have to buy certain clothes even if they are not sure about them.

Young people might dress in a certain way in order to be more accepted by a group that they want to belong to. For example, it is not unusual to see a group of friends outside school all dressed in the same style. However, there is a danger that those outside the group will feel excluded. This can lead to people, both inside and outside the group, developing stereotypical views only on the basis of clothes.

There is no doubt that clothes and fashion are big business today. You only need to walk around a shopping mall to see the number of shops that are competing to sell the latest products. What young customers finally decide to buy may well say a great deal about them as a person.

