Jeans: the popular trousers

Jeans have become one of the most popular clothes in the world. Everybody wears them, from the rural farmer to the urban lawyer and from models to housewives. Why are jeans so popular? For some people they are chic, for others jeans are simply comfortable.

Jeans were first designed by Jacob Davies as durable trousers for farm workers and miners and soon many people bought them. Although Davis knew that he had a great product which many people wanted to buy, he didn’t have the money to patent it. He asked Levi Strauss, his provider, to help him. The two worked together and started making jeans out of denim.

At first jeans were worn only in factories in the west. They were associated with rural people and the working class. Later, James Dean and Marlon Brando made them popular in movies and jeans became a symbol of the youth rebellion during the 1950s and 1960s. Soon other countries started to use them too.

Jeans are used now because they are fashionable, versatile, resistant and not expensive. They don’t need to be washed or ironed so much. Today jeans are an essential part of our lives.

Provider: proveedor  Youth: juventud

1. Are the following sentences TRUE or FALSE? Justify your answer copying the evidence from the text. No marks are given for only TRUE or FALSE. (Puntuación máxima: 1 punto)
   a. Jacob Davies didn’t think that he had invented a good product.
   b. Jeans are now considered modern, usable, durable and cheap.

2. Fill in the gaps with the right form of the word in brackets: (Puntuación máxima: 3 puntos)
   a. Nowadays jeans (not see) __________________ as rural people clothing.
   b. When Jacob Davies (want) __________________ to patent his jeans, he (have + ask) __________________ Levi Strauss for help.
   c. If James Dean and Marlon Brando (not wear) __________________ them in movies, jeans (not become) __________________ so popular.
   d. Because they are made of denim, jeans are (durable) __________________ other trousers.

3. Choose the right word for each gap: (Puntuación máxima: 2 puntos)
   a. Jeans are not allowed at Tom’s office, (but / so / although) _____ he cannot wear them (frequently / rarely / never) ______.
   b. My sister combines jeans (for / to / with) _____ jackets when she goes (at / to / for) _____ restaurants for dinner.

4. In your own words and based on the ideas from the text, answer these questions. Be careful with the grammar and write precise answers. (Puntuación máxima: 4 puntos)
   a. When do you normally use jeans and why?
   b. Why do you think jeans are popular in Spain?