



English for PS, Sek I und Sek II

Cultural phenomena

Blue Jeans (17)

14:30 minutes

Two-track audio

Summary

The success story of the blue jeans began in 1850, with Levi Strauss. Rebellious stars like James Dean made them famous. During the 1968 rebellion the blue leg wear served the young to distinguish themselves from their elders. Today, it is through the jeans label or the cut that the individuality of the wearer is expressed. Jeans have become the perfect example of the global production process – each manufacturing step takes place where it is cheapest.

Learning Target

The students ...

1. know about the history of blue jeans.
2. can explain the globalised process in which jeans are produced.
3. learn in which countries individual manufacturing steps take place.
4. find out how a pair of jeans shows the individuality of its wearer.

Methodical ideas

1. Students are assigned to bring their favourite pair of jeans, or one of their parents' old pairs, to class.
2. In groups, they all present their jeans, saying what makes them unique and why they are their favourites.
3. View film.
4. Students answer the questions on the observation sheet, partly while, and partly after watching the film.
5. Each group presents at least one pair in the plenary. The film will have provided new information and ideas, which can now be integrated in the class presentation.