

Why does everyone wear jeans? 风靡全球的牛仔裤

英语学习点: *Vocabulary: popular trends* 潮流与时尚

It's difficult to find a garment as widely embraced, worn and loved as jeans. The denim trousers are a staple of wardrobes around the world. But why?

Anthropologist Danny Miller has just written a book on the subject. He says that in every country he's visited, almost half the population wore jeans.

They were designed as work-wear for labourers in America's Western states in the late 19th Century. When a Nevada tailor called Jacob Davis was asked to make a pair of sturdy trousers for a local woodcutter, he had the idea of reinforcing them with rivets. They proved extremely durable and were soon in high demand.



Jeans are popular around the world.

Jeans represented the American West and when they started to be worn as casual wear, they were a symbol of rebellion. They were banned in schools, which only added to the fervour with which young people embraced them.

Outside America the trend was beginning to catch on too. Many of the GIs stationed abroad during the war were working-class boys from the Western states. While off duty they wore their jeans proudly as a symbol of home. The trousers represented an easier, happier, American way of life, which Europeans wanted to buy into.

Miller argues they have become so mainstream that they are now a symbol of the ordinary - a garment people put on to feel comfortable and to fit in. But according to Paul Trynka, author of *Denim: From Cowboys to Catwalks*, there is still something in their symbol of youth and casualness, that puts jeans beyond the reach of certain people.

Famously, George W Bush and Tony Blair went out on the street in denim during their first summit meeting. They wanted to show they were 'regular guys' but of course, says Trynka, "they both looked like dorks."

词汇表请参看答案与词汇部分

Quiz 测验

阅读短文并回答问题。

1. For which people were the first jeans made?
2. Is this statement true, false, or not given? *Jeans were not very popular at first.*
3. Look at the article. Find a word to describe something that can last a long time.
4. Is this statement true, false, or not given? *In the 1950s, jeans became less popular because young people were not allowed to wear them at school.*
5. What did jeans represent for GIs who were sent abroad during the war?

Exercise 练习

请你在不参考课文的情况下完成下列练习。从每个表格中选择一个意思合适的单词填入句子的空格处。

1. This new computer game is very popular – it's in _____ demand.

up	many	high	very
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2. The trend soon _____ outside America.

caught out	caught on	catch on	caught on
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3. Jeans have become _____ all over the world.

streamained	mainstream	staymain	mainseen
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4. The group's new album was welcomed with _____.

fervour	feather	feature	fervess
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5. This new _____ seems to be very popular.

trender	trendsome	trendy	trend
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Answers and Glossary 答案与词汇

Quiz 小测验

1. For which people were the first jeans made?
Labourers on the farms and mines of America's Western states.
2. Is this statement true, false, or not given? *Jeans were not very popular at first.*
False: They were soon in high demand.
3. Look at the article. Find a word to describe something that can last a long time.
Durable.
4. Is this statement true, false, or not given? *In the 1950s, jeans became less popular because young people were not allowed to wear them at school.*
False: when jeans were banned it only added to the fervour with which young people embraced them.
5. What did jeans represent for GIs who were sent abroad during the war?
They were a symbol of home.

Exercise 练习

1. This new computer game is very popular – it's in high demand.
2. The trend soon caught on outside America.
3. Jeans have become mainstream all over the world.
4. The group's new album was welcomed with fervour.
5. This new trend seems to be very popular.

Glossary 词汇表

a garment	服装
widely embraced	普遍受欢迎的
denim	斜纹粗棉布
a staple of something	主要的（衣服）
sturdy	结实的
a rivet	一颗铆钉
durable	耐穿的
to be in high demand	需求高
casual wear	便装
fervour	热情
a trend	一种潮流
to catch on	赶上来
to buy into something	看好某物
mainstream	主流
to fit in	融入环境
a dork	（着装）不入流的人