

ENGLISH

IS

POSSIBLE

PART II

**מותאם לתוכנית הלימודים באנגלית לבגרות
מודול C**

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Chapter 1 - SNEAKERS FASHION

Footsteps of fortune

Part A - "**Sneakers**" is the name for sports shoes. Their history starts in the late 18th century, when people wore shoes on a rubber sole. These shoes were very inconvenient, because there was no right foot or left foot shoe. Around 1892, the U.S. Rubber Company started to produce more comfortable rubber sneakers with canvas tops. Their product was called "**Keds**". By 1917, these sneakers went into mass production. In the same year, first shoes just for basketball were produced. They became best-selling basketball shoes of all times because American basketball star Chuck Taylor signed them.



Part B - In 1924, **Adi Dassler** from Germany created sneakers and gave them his name: "**Adidas**". They became the most popular athletic shoes in the world. Adi's brother, Rudi, started up another famous sports shoes company called "**Puma**". Since that time sneakers became an international "best-seller".

Part C - During the first half of the 20th century, sports shoes were worn mainly by sportsmen. However they went global in the 1955, after the popular movie "**Rebel without a Cause**" (1955) with the main **character** of James Dean (actor) wearing sneakers. Kids began wearing them as a fashion statement. Almost 30 years later, the signature of another

basketball mega-star Michael Jordan caused a sales boom of sneakers – in 1984 he signed a contract to wear "**Nike**" shoes called "**Air Jordans**".

Part D - In the early 1980s, sneakers began to be produced not only for sport activities but also for walking, and they soon became popular among people of all ages. As a result of the competition between leading companies such as Nike, Reebok and Adidas, the way sneakers looked changed a lot: their form was modernized, wild colors were added and laces were gone. Moreover, with new technologies, their performance was increased. Of course, innovations like these have its price: very often athletic shoes cost more than \$100 a pair!

Helpful Vocabulary

activities	פעילויות	called	נקרא
actor	שחקן	canvas	בד מפרשים
add	להוסיף	cause (v)	לגרום
after	אחרי	century	מאה
ages	גילים	change (v)	להשתנות
almost	כמעט	character	דמות
also	גם	comfortable	נוח
among	בין	company	חברה
another	אחר	competition	תחרות
around	בסביבות	contract	הסכם, חוזה
athletic	ספורטיבי	cost (v)	לעלות
basketball	כדורסל	create	ליצור
because	בגלל	during	בזמן
become	להיות, להפוך ל...	early	מוקדם
begin	להתחיל	famous	מפורסם
best-selling	רב-מכר	fashion	אופנה
between	בין	first	ראשון
boom	בום - עליה חדה	foot	כף הרגל

Helpful Vocabulary

form	צורה	produce	לייצר
from	מ-	product	מוצר
Germany	גרמניה	production	יצור, תעשייה
give	לתת	result	תוצאה
global	חובק-עולם, גלובלי	right	ימין
half	חצי	rubber	גומי, עשוי מגומי
however	אבל	sales	מכירות
inconvenient	לא-נוח	same	אותו דבר
increase	להגדיל, להעלות	shoe	נעל
innovation	חדוש	sign (v)	לחתום
international	בין-לאומי	signature	חתימה
just	רק	since	מאז
kids	ילדים	sneakers	נעלי ספורט
laces	שרוכים	sole	סוליה
later	אחר-כך	soon	בקרוב, תוך זמן קצר
leading (adj)	מוביל	sportsmen	ספורטאים
left	שמאל	star	כוכב
look (v)	להיראות	start (v)	להתחיל
mainly	בעיקר	statement	הצהרה
mass	המוני	such as	כמו (לדוגמה)
modernize	לחדש	technology	טכנולוגיה
more	יותר	time	זמן
moreover	יותר מזה, בנוסף	top	ראש, פסגה
most	רוב	walking	הליכה
movie	סרט קולנוע	way	דרך
of course	כמובן	wear (wore)	ללבוש, לנעול
only	רק	went (go)	ללכת
pair	זוג	wild	פראי
performance	ביצוע	world	עולם
price	מחיר	year	שנה

Translate into Hebrew

• Shoes -	• Inconvenient -	• Company -
• century -	• convenient -	• produce -
• wear -	• right – left -	• canvas -
• rubber -	• production -	• product -
• foot -	• same -	• was called -
• first -	• became -	• signed -
• sports shoes -		• mass production -
• rubber sole -		• first shoes -
• right foot -		• basketball shoes -
• left foot -	רגל שמאל	• basketball star -
• rubber sneakers -		• comfortable shoes -
• canvas tops -		• athletic shoes -
• international best-seller -		• shoe company -

Translate into English

• חברה -	• מאז -	• גרמניה -
• עולם -	• רב-מכר -	• יצר -
• מפורסמת -	• בין-לאומי -	• נתן -
• פופולרי -	• הפכו ל.. -	• שם שלו -

**Match the English words and
the Hebrew words**

1. statement	• בזמן
2. mainly	• חצי
3. later	• ללבוש, לנעול
4. however	• בעיקר
5. character	• אבל
6. half	• סרט
7. sales	• דמות
8. began	• אופנה
9. caused	• התחיל
10. fashion	• גרם
11. to wear	• הצהרה
12. signature	• חתימה
13. contract	• חוזה
14. movie	• אחר-כך
15. during	• מכירות

**Match with the English words
from the bank**

• לא רק
• הליכה
• צורה
• פעילויות
• תחרות
• ביצוע
• כתוצאה
• להוסיף
• גילים
• בנוסף
• כמובן
• מחיר
• חידושים
• שרוכים
15. לעלות

Bank: of course, activities, innovations, performance, to cost, walking, to add, form, competition, as a result, moreover, price, laces, ages, not only

True or False?

true	false

1. **"sneakers"** זה שם החברה שהתחילה לייצר את נעלי הספורט.
2. את נעלי הספורט הראשונות התחילו לייצר עוד במאה ה-18.
3. אז לא היה הבדל בין נעל לרגל ימין ונעל לרגל שמאל.
4. חברת "Rubber Company" התחילה לייצר נעלי ספורט מבד.
5. בערך בשנת 1917 התחיל ייצור המוני של נעלי ספורט.
6. ב-1892 התחילו לייצר נעלי ספורט לכדורסלנים.
7. נעלי ספורט נמכרו מכיוון שכוכב הכדורגל Chuck Taylor נעל אותן.
8. Adi Dassler הקים חברה לנעלי ספורט והעניק לה את השם שלו.
9. נעלי ספורט Adidas נהיו מאוד פופולריות בגרמניה.
10. אחיו של Adi Dassler היה אחראי על שיווק בחברת Puma.
11. בתחילת המאה ה-20 נעלי ספורט היו נעליים של אתלטים בלבד.
12. אחרי הסרט "Rebel without a Cause", השחקן הראשי James Dean התחיל ללכת עם נעלי ספורט.
13. אחרי הסרט ילדים ונוער התחילו לנעול נעלי ספורט כי זה היה אופנתי ביותר.
14. Michael Jordan כוכב כדורסל חתם על חוזה עם חברת Adidas.
15. ב-1984 חתימת החוזה בין Michael Jordan וחברת Nike גרמה לעליה חדה במכירות של נעלי ספורט.
16. ב-1980 התחילו לייצר נעלי ספורט להליכה.
17. תחרות קשה בין החברות המובילות גרמה לשינויים במראה של נעלי הספורט המודרניות.
18. טכנולוגיות חדשות גרמו לשינויים בביצועים של נעלי ספורט.

What happened in these years? Answer in Hebrew

1892 •

1917 •

1924 •

1955 •

1984 •

שנות ה-80 •

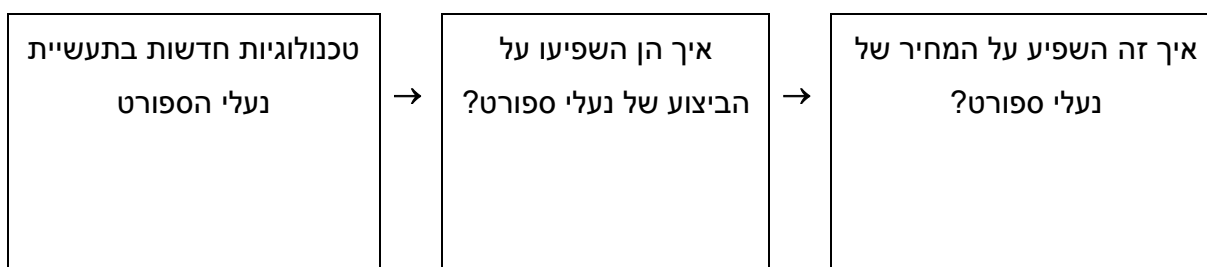
תרשים זרימה - Flow Chart

במשפט הבא הוצג קשר סיבתי בין 3 אירועים. תרגם את המשפט והשלם את תרשים הזרימה

...with new technologies, sneakers performance was increased. Of course, innovations like these have its price: very often athletic shoes cost more than \$100 a pair!

FILL IN THE MISSING INFORMATION IN THE CHART

based on the information in the above sentences



Number the events in chronological order

	Adi Dassler started his company – “ Adidas ”.
	Chuck Taylor signed basketball shoes.
	Sneakers prices changed drastically (דראסטי).
	Sneakers look changed radically (בצורה קיצונית).
	First shoes for walking were produced.
	James Dean wore sneakers in the movie “ Rebel without a Cause ”.
	Kids began wearing sneakers as a fashion statement.
	Mass production of sneakers began.
	Michael Jordan signed a contract to wear Nike shoes.
	Rubber Company stated to produce comfortable rubber shoes with canvas tops.
	Shoes named after Michael Jordan were called Air Jordans .
	Sneakers became popular among people of all ages.
	Tough (קשוחה, חזקה) competition between leading companies began

תרשים זרימה - Flow Chart

במשפט הבא הוצג קשר סיבתי בין 3 אירועים. תרגם את המשפט והשלם את

תרשים הזרימה

As a result of the competition between leading companies such as *Nike*, *Reebok* and *Adidas*, the way sneakers looked changed a lot: their form was modernized, wild colors were added and laces were gone.

FILL IN THE MISSING INFORMATION IN THE CHART

based on the information in the above sentences

תחרות _____ _____ _____ _____	→	מה קרה למראה של נעלי ספורט באופן כללי? _____ _____	→	כתוצאה מכך קרו 3 שינויים: _____1. _____2. _____3.
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Match the words with the same meaning

	<u>Bank</u>
• famous	however, popular in a short time, century convenient, modernization to produce, unnatural, colors, kids, company, sports shoes, to start, sportsman, sport activities
• to create	
• athlete	
• to begin	
• 100 years	
• but	
• children	
• exercises	
• soon	
• comfortable	
• firm	
• innovation	
• wild colors	
• sneakers	

True or False?

- "Sneakers" are the most popular sports shoes of all times.
- In the 18th century there were no left foot or right foot shoes.
- Chuck Taylor was the first American to wear sneakers.
- Both Adi Dassler and his brother started a famous sports shoes company.
- At the beginning of the 20th century only sportsmen wore sneakers.
- "Rebel without a Cause" was a movie where sneakers were worn by all actors.
- After the movie, kids began wearing sneakers because they were very comfortable.
- Michael Jordan's signature caused a sales boom of sneakers.
- Michael Jordan signed a contract to work at the **Nike** company.
- In the early 1980s, sneakers began to be produced for various activities.
- **Adidas** changed the way sneakers looked, while other companies did not.
- Sneakers form was changed and became modern.
- There are no laces in some sneakers today.
- New technologies helped improve sneakers performance.
- The average (ממוצע) price of sneakers today is 100\$.

False	True

Translate into Hebrew

1. uncomfortable **sneakers**

נעלי ספורט לא נוחות

2. comfortable rubber **sneakers**

3. comfortable **sports shoes**

4. left foot **shoe**

5. right foot **shoe**

6. first **basketball shoes**

7. best-selling basketball **shoes**

8. popular athletic **shoes**

9. most popular athletic **shoes**

10. sport shoes **price**

11. successful **mass production**

12. mass **production**

13. basketball star **Chuck Taylor**

14. first shoes **company**

15. another popular sports shoes **company**

16. popular **movie**

17. another basketball mega-star **Michel Jordan**

18. main sport **activities**

19. popular sport **activities**

20. blue canvas **tops**

Match the present and past forms of the verbs

		Bank	
• is -	• call -	became	produced
• go - went (ללכת)	• create -	named	cost
• give -	• wear -	called	caused
• become -	• cause -	was, were	added
• begin -	• look -	changed	signed
• cost -	• change -	wore	went
• name -	• add -	began	had
• start -	• have -	created	started
• produce -	• sign -	gave	looked

Fill in the missing verbs

Bank began, wore, produced, changed, cost, caused, went, signed, added, became, signed, created, went

Once people _____ inconvenient rubber shoes. One American company _____ to produce more comfortable sneakers. In 1917 they _____ into mass production. In the same year the first sneakers for basketball were _____. They _____ best selling shoes of all times, because Chuck Taylor _____ them. Adi Dassler _____ a very popular sports shoes "Adidas". Sneakers _____ global in 1955. Kids began wearing them as fashion statement. Michael Jordan _____ a contract to wear Nike sports shoes and this _____ sales boom of sneakers. Nowadays, the way sneakers looked _____ a lot: their form was modernized and wild colors were _____. Everything has its price: today some athletic shoes _____ more than \$100.

Fill in the right form of the verbs

1. In 1950s, sneakers _____(become) popular among kids and teenagers.
2. We _____(go) shopping last Friday, because it _____ (is / was) our day off.
3. My neighbor _____(give) me all her books and notes to study for the exam.
4. These 2 companies _____ (produce) the best equipment for scuba diving (צלילה).
5. The first bicycle was _____ (produce) in France or England. I don't remember.
6. Rubber Company _____ (start) to produce very comfortable sneakers.
7. Boris and his friends _____ (begin) to study for their summer exams.
8. This puppy _____ (cost) me 300\$ when I bought it last September.
9. The ship was _____ (name) after famous scientist Charles Darwin.
10. David Beckham _____ (sign) the ball and _____ (give) it to his fan.
11. Don't bother, I have already _____ (add) some sugar to your lemonade.
12. I did not feel well yesterday, so I _____ (call) my mother.
13. Many people believe that God _____ (create) the world in seven days
14. Heavy rains _____ (cause) traffic problems in the big cities of the country.
15. After doing some relaxing exercises, Philip _____ (look) and felt really better.
16. When we traveled to Europe last time, we _____ (have) to change money.
17. When I _____ (is / was) at school, I _____ (wear) a uniform.
18. Our clothes were dirty and we _____ (change) them quickly.
19. I never _____ (add) too much salt to my food.

Make up sentences using the bank below

1. At first, sneakers

2. The product of Rubber Company

3. In 1917 first basketball shoes

4. The Adidas company

5. The Puma company

6. At the beginning, sports shoes

7. In 1984, new basketball sneakers

8. Today, sneakers

9. Their form

10. ... and wild colors

Bank:

was started by Rudi Dassler. **was called** Keds, **was modernized**, **are produced** for various activities (sport, walking). **were added**, **was created** by Adi Dassler, **were signed** by Michael Jordan, **were produced** for one foot only, **were worn** mainly by sportsmen, **were signed** by Chuck Taylor.

Choose 4 sentences and translate them into Hebrew

Put the following names in categories

Nike, Adi Dassler, Adidas, Chuck Taylor, Puma, Keds, Rudi Dassler, Reebok,
Michael Jordan, Air Jordans, U.S Rubber Company

companies	sneakers models	famous sportsmen	sneakers producers

Answer the following questions in English

1. According (על-פי) Para A, first sneakers were ...

- i) made of canvas and rubber.
- ii) produced for basketball players.
- iii) were very inconvenient.

2. First sneakers were very **uncomfortable / comfortable** because

3. When were first basketball shoes produced? (Para A)

4. What was the reason for their success?

5. Who started the following sports shoes companies:

- i) Adidas was created by _____
- ii) Puma was started by _____

6. Were these two people relatives? YES / NO

Support (לתמוך) your answer by quotation (ציטוט) from the text.

7. What was so special (מיוחד) in the movie "**Rebel without a Cause**" that caused kids to wear sneakers?

8. What happened in 1984 after basketball mega-star Michael Jordan signed a contract to wear **Nike** shoes?

9. What was the name of the athletic shoes that were named after Michael Jordan?

10. Name THREE things that changed in the sneakers look? (Para D)

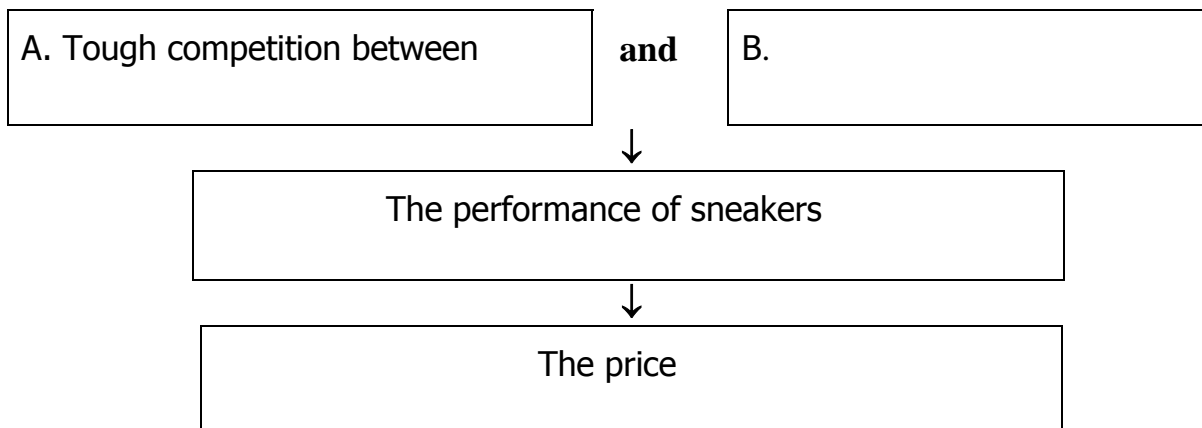
i) _____

ii) _____

iii) _____

11. What caused these changes? (Para D)

12. According to the information in Para D, fill in the following chart. Show the cause - result relationship (הראה קשר של סיבה-תוצאה).



13. What is the main message (מסר מרכזי) of this article (מאמר)?

- i) Sneakers were once worn only by basketball stars.
- ii) Over (במשך) more than 100 years, sneakers changed a lot.
- iii) New technologies help create very comfortable sports shoes.
- iv) Athletic shoes are produced in Germany only.

14. What is the meaning (משמעות/פירוש) of the word **character** as it is used in line 3, Para C? Choose the correct translation below.

- i) **character n.**
דמות
- ii) **character n.**
טבע
- iii) **character n.**
אופי

הווה

עבר

Can יכול	Could יכולתי
Can not - Can't לא יכול	Could not - Couldn't לא יכולתי

Complete the sentences

1. I _____ not draw now, but I _____ draw very well when I was a kid.
2. Sarah _____ play tennis well now, but she _____ fairly well when she was younger.
3. Fred _____ run very fast when he was in school. He _____ run faster than anyone else.
4. I _____ ride a motorbike now, 20 years ago I _____ ride from Tel-Aviv to Hertzeliya.
5. I _____ say that I love classical music. I prefer rock or jazz.
6. How _____ you build this house alone?!? At least (לפחות) you had to ask someone to design it, right?
7. I am sure they will catch this criminal, you _____ not escape the police.

8. My grand father _____ speak 5 languages. And he _____ solve any math riddle (חידה) you _____ imagine.
9. Don't look for the Jones. They are not here – I _____ not persuade (לשכנע) them to come. They said they _____ make it.
10. I am afraid I do not think I _____ help you to deal with this case. _____ you do it alone?

הווה

עבר

am/is/are Able מסוגל	was/were Able הייתי מסוגל
am/is/are - not Able לא מסוגל	was/were - not Able לא הייתי מסוגל

- I _____ to speak 3 languages: Hebrew, English and Spanish. Are you able to do it?
- I _____ to sleep at all last night. Ruddy mosquitoes!
- Sui _____ to come to the lecture tomorrow. She is almost sure.
- Tom could not work at the factory. He _____ to work physically that hard.
- Kate played very well, but Alicia _____ to beat her at the end.
- Unfortunately, they _____ not _____ to find your house. You gave wrong instructions.
- It was not easy for Maccabi to win the match, but they _____ to do it against all odds (כנגד כל הסיכויים).
- The police officer tried to chase (לרדוף) the thief but _____ not _____ to catch him.
- They said they _____ to help you with the project.