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## Air-conditioned clothes a hit in Japan

**MANY FLASH AND ONLINE ACTIVITIES FOR THIS LESSON, PLUS A LISTENING, AT:**

[http://www.NewsEnglishLessons.com/1108/110803-air\\_conditioned\\_clothes.html](http://www.NewsEnglishLessons.com/1108/110803-air_conditioned_clothes.html)

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**ALL ANSWERS ARE IN THE TEXT ON PAGE 2.**

**3rd August, 2011**

# THE READING / TAPESCRIPT

From: [http://www.NewsEnglishLessons.com/1108/110803-air\\_conditioned\\_clothes.html](http://www.NewsEnglishLessons.com/1108/110803-air_conditioned_clothes.html)

Could air-conditioned clothes be the next big thing? Japanese inventor Hirosho Ichigaya seems to think so. The former Sony engineer has created a company called Kuchofuku ("air-conditioned clothing" in Japanese) to help beat the heat of the Japanese summer. There is a shortage of power in Japan following the earthquake, tsunami and nuclear crisis in March. Many offices and schools must not turn their air-conditioning below 27 degrees. Around 1,000 companies in Japan, including Toyota, have bought Kuchofuku for their staff.

Mr Ichigaya started Kuchofuku in 2004 after working on finding more energy-efficient alternatives to air conditioners. He wanted to find a way to reduce global warming. His company is now struggling to meet the orders for his clothes, which have become the must-have item of the summer. All of the clothes have small fans inside them. These make a non-stop breeze and evaporate sweat. Ichigaya said: "People ask me why I would want to wear a jacket when it's so hot. I tell them because it's cooler than being naked."

# PHRASE MATCH

From: [http://www.NewsEnglishLessons.com/1108/110803-air\\_conditioned\\_clothes.html](http://www.NewsEnglishLessons.com/1108/110803-air_conditioned_clothes.html)

**Match the following phrases from the article.**

## Paragraph 1

- |                      |                  |
|----------------------|------------------|
| 1. the next big      | a. Sony engineer |
| 2. Ichigaya seems to | b. of power      |
| 3. The former        | c. thing         |
| 4. help beat         | d. 27 degrees    |
| 5. a shortage        | e. think so      |
| 6. below             | f. the heat      |

## Paragraph 2

- |                               |                       |
|-------------------------------|-----------------------|
| 1. more energy-efficient      | a. evaporate sweat    |
| 2. a way to reduce            | b. alternatives       |
| 3. struggling to meet         | c. being naked        |
| 4. the must-have              | d. the orders         |
| 5. make a non-stop breeze and | e. global warming     |
| 6. cooler than                | f. item of the summer |

# LISTENING GAP FILL

From: [http://www.NewsEnglishLessons.com/1108/110803-air\\_conditioned\\_clothes.html](http://www.NewsEnglishLessons.com/1108/110803-air_conditioned_clothes.html)

Could air-conditioned clothes be \_\_\_\_\_? Japanese inventor Hirosho Ichigaya \_\_\_\_\_. The former Sony engineer has created a company called Kuchofuku ("air-conditioned clothing" in Japanese) to help \_\_\_\_\_ the Japanese summer. There is a \_\_\_\_\_ in Japan following the earthquake, tsunami and nuclear crisis in March. Many offices and schools \_\_\_\_\_ their air-conditioning \_\_\_\_\_. Around 1,000 companies in Japan, including Toyota, have bought Kuchofuku for their staff.

Mr Ichigaya started Kuchofuku in 2004 after working on finding \_\_\_\_\_ alternatives to air conditioners. He wanted \_\_\_\_\_ reduce global warming. His company is now struggling to \_\_\_\_\_ for his clothes, which have become the must-have item of the summer. All of the clothes have small \_\_\_\_\_. These make a \_\_\_\_\_ and evaporate sweat. Ichigaya said: "People ask me why I would want to wear a jacket when it's so hot. I tell them because \_\_\_\_\_ being naked."

# MULTIPLE CHOICE

From: [http://www.NewsEnglishLessons.com/1108/110803-air\\_conditioned\\_clothes.html](http://www.NewsEnglishLessons.com/1108/110803-air_conditioned_clothes.html)

Could air-conditioned clothes be the next big (1) \_\_\_\_? Japanese inventor Hirosho Ichigaya seems to think so. The (2) \_\_\_\_ Sony engineer has created a company called Kuchofuku ("air-conditioned clothing" in Japanese) to help (3) \_\_\_\_ the heat of the Japanese summer. There is a (4) \_\_\_\_ of power in Japan following the earthquake, tsunami and nuclear crisis in March. Many offices and schools must not turn their air-conditioning (5) \_\_\_\_ 27 degrees. Around 1,000 companies in Japan, (6) \_\_\_\_ Toyota, have bought Kuchofuku for their staff.

Mr Ichigaya started Kuchofuku in 2004 after working (7) \_\_\_\_ finding more energy-efficient alternatives to air conditioners. He wanted to find a way (8) \_\_\_\_ reduce global warming. His company is now struggling to (9) \_\_\_\_ the orders for his clothes, which have become the must-(10) \_\_\_\_ item of the summer. All of the clothes have small fans inside them. These make a (11) \_\_\_\_-stop breeze and evaporate sweat. Ichigaya said: "People ask me why I would want to wear a jacket when it's so hot. I tell (12) \_\_\_\_, because it's cooler than being naked."

## Put the correct words from this table into the article.

- |     |               |              |              |
|-----|---------------|--------------|--------------|
| 1.  | (a) think     | (b) thin     | (c) thing    |
| 2.  | (a) farmer    | (b) former   | (c) firmer   |
| 3.  | (a) beat      | (b) win      | (c) victory  |
| 4.  | (a) shorter   | (b) short    | (c) shortage |
| 5.  | (a) down      | (b) below    | (c) falling  |
| 6.  | (a) including | (b) includes | (c) included |
| 7.  | (a) in        | (b) on       | (c) at       |
| 8.  | (a) by        | (b) at       | (c) to       |
| 9.  | (a) met       | (b) meet     | (c) meeting  |
| 10. | (a) do        | (b) be       | (c) have     |
| 11. | (a) non       | (b) not      | (c) now      |
| 12. | (a) them      | (b) they     | (c) it       |

# SPELLING

From: [http://www.NewsEnglishLessons.com/1108/110803-air\\_conditioned\\_clothes.html](http://www.NewsEnglishLessons.com/1108/110803-air_conditioned_clothes.html)

**Spell the jumbled words (from the text) correctly.**

## Paragraph 1

1. Japanese entorniv
2. smees to think so
3. mroref Sony engineer
4. a shortage of ewpro
5. Many effcsoi and schools
6. below 27 eeegsdr

## Paragraph 2

7. igndnfi more energy-efficient alternatives
8. reduce global wimanrg
9. struggling to meet the dsrroe
10. a non-stop eezerb
11. wear a ejktac
12. cooler than being anekd

# PUT THE TEXT BACK TOGETHER

From: [http://www.NewsEnglishLessons.com/1108/110803-air\\_conditioned\\_clothes.html](http://www.NewsEnglishLessons.com/1108/110803-air_conditioned_clothes.html)

## Number these lines in the correct order.

- ( ) to think so. The former Sony engineer has created a company called Kuchofuku ("air-conditioned
- ( ) Mr Ichigaya started Kuchofuku in 2004 after working on finding more energy-efficient alternatives
- ( ) of power in Japan following the earthquake, tsunami and nuclear crisis in March. Many offices
- ( ) to air conditioners. He wanted to find a way to reduce global warming. His company is now struggling to meet the
- ( **1** ) Could air-conditioned clothes be the next big thing? Japanese inventor Hirosho Ichigaya seems
- ( ) have small fans inside them. These make a non-stop breeze and evaporate
- ( ) companies in Japan, including Toyota, have bought Kuchofuku for their staff.
- ( ) orders for his clothes, which have become the must-have item of the summer. All of the clothes
- ( ) clothing" in Japanese) to help beat the heat of the Japanese summer. There is a shortage
- ( ) sweat. Ichigaya said: "People ask me why I would want to wear a
- ( ) jacket when it's so hot. I tell them because it's cooler than being naked."
- ( ) and schools must not turn their air-conditioning below 27 degrees. Around 1,000

# WORD JUMBLE

From: [http://www.NewsEnglishLessons.com/1108/110803-air\\_conditioned\\_clothes.html](http://www.NewsEnglishLessons.com/1108/110803-air_conditioned_clothes.html)

**With a partner, put the words back into the correct order.**

1. the next big thing Could air-conditioned clothes be?

---

2. Hirosho Inventor so think to seems Ichigaya.

---

3. Japanese the of heat the Beat summer.

---

4. power is in a Japan shortage of There.

---

5. Turn below their 27 air degrees - conditioning.

---

6. to alternatives efficient - Energy conditioners air.

---

7. global reduce to way a Find warming.

---

8. Now to the struggling meet orders.

---

9. fans small have clothes The them inside.

---

10. it's tell because cooler I them.

---

## **DISCUSSION (Write your own questions)**

### **STUDENT A's QUESTIONS (Do not show these to student B)**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

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## **DISCUSSION (Write your own questions)**

### **STUDENT B's QUESTIONS (Do not show these to student A)**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_



# HOMEWORK

**1. VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

**2. AIR CONDITIONING:** Search the Internet and find more information about air conditioning. Talk about what you discover with your partner(s) in the next lesson.

**3. MAGAZINE ARTICLE:** Write a magazine article about air conditioned clothes. Include imaginary interviews with the inventor and a happy customer. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

**4. WHAT HAPPENED NEXT?** Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

**5. LETTER:** Write a letter to an air-conditioned clothes expert. Ask him/her three questions about air-conditioned clothes. Give him/her three of your opinions on them. Read what you wrote to your classmates in the next lesson. Your partner will answer the questions you asked.