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THE ENGLISH LESSON PLAN ON THE TOPIC “THE DESTROYING LIES OF FAST FASHION: THE PRICE WE PAY”

This work is an English lesson scenario which raises the burning issue in the world today and entails a set of various assignments for students at the B2-C1 level at English lessons. The learning materials help students improve their language skills which include listening, speaking, and reading activities, get students interested in discussing the matter of fast fashion, what causes it and what it can lead to and how it impacts us and the environment, and engage students in organizing active usage of language material as well as enhance vocabulary acquisition and retention effectively. The special attention is paid to the lexis related to the topic and its peculiarities.

Key words: learning English; lesson plan; fast fashion; environmental impact; human cost; ethical; environmentally friendly; desirability; exclusivity; sustainable fashion.

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ПРАКТИЧНЕ ЗАНЯТТЯ З АНГЛІЙСЬКОЇ МОВИ НА ТЕМУ “РУЙНІВНА ОМАНА ШВИДКОЇ МОДИ: ЦІНА, ЯКУ МИ ПЛАТИМО”

Пропонована робота є сценарієм практичного заняття з англійської мови, присвяченого одній з найактуальніших проблем сучасного світу, містить комплекс завдань, орієнтованих на студентів рівня B2-C1. Запропоновані форми роботи, метою яких є вдосконалення мовленнєвих навичок студентів, складаються із вправ, що передбачають вправлення в аудіюванні, говорінні, та читанні, підвищують інтерес студентів до обговорення проблеми швидкої моди, її причин і наслідків та її впливу на суспільство й довкілля, дають змогу

активно використовувати й ефективно засвоїти мовленнєвий матеріал. Особливу увагу приділено лексико-семантичним особливостям слів з цієї теми.

Ключові слова: вивчення англійської мови; практичне заняття; швидка мода; вплив на навколишнє середовище; ціна людського життя; етичний; безпечний для довкілля; бажаність; ексклюзивність; стала мода.

Get the sample of ideas from the catwalk or celebrities, turn them into items at breakneck speed so you can satisfy customers' needs – that is what fast fashion is about. But do not be misled: fast fashion item is popular today, but it is not of value anymore. It is trendy now, but it is out of fashion by next Friday.

Glossy store fronts, flashy ads, all entice us to buy new, to buy more. The lure to purchase is irresistible. The pressure we feel to keep up with the latest fashion trends is enormous. Businesses are raking it in. Our consumer behaviour has fuelled and influenced our society.

We create waste without even thinking about it. It encourages us, consumers, to view our clothes as something that can be disposed and easily replaced. Business offer trendy garments at affordable prices, but it comes with a significant cost ... environmental cost. It results in the depletion of natural resources, water pollution, habitat destruction, labour exploitation as well as greenhouse gas emissions. As the fast fashion relies on unsustainable production practices, synthetic materials and cheap labour, it leads to ecological disaster and poses a serious threat to our planet. We are drowning in the waste. Our planet is crying. It is time to wake up.

Is there a solution? Can we deal with it? The answer is that we cannot ignore the fast fashion's detrimental impact on the environment. So let us encourage people to re-use, re-wear and recycle clothes. We should educate consumers about the impact of fast fashion, promote

responsible consumption, support sustainable and ethical brands. Being aware of it, customers can be better informed about their choices. That is why this topic is essential, enables us to get interested in it and concerns students of any major.

TOPIC: THE DESTROYING LIES OF FAST FASHION: THE PRICE WE PAY

LEVEL: B2-C1

OBJECTIVES

- To expand students' knowledge in the given topic
- To involve students in identifying the key vocabulary and its lexical and semantic features
- To encourage students to apply the key vocabulary in the context
- To improve students' listening, speaking, and reading skills
- To engage students in practicing thematic vocabulary when discussing the topic

MATERIAL

Article "Fast Fashion is Still a Big Threat to Our Environment — Here's What Needs to Change" (available at <https://en.vogue.me/fashion/fast-fashion-2021-statistics/>); video "Fast fashion to landfill pollution — push for zero-waste. Sustainable fashion" (available at <https://www.youtube.com/watch?v=-MUqsWrrb8A>); video "The true cost of fast fashion" (available at <https://www.youtube.com/watch?v=tLfNUd0-8ts>)

1. "Warm-up": an introduction of the issue by focusing the key words. The discussion between the teacher and students.

T: *Look at the words and phrases given below and tell what they have in common.*

pollution; habitat; greenhouse gas; exploitation; landfill; waste.

T: *Name the words mentioned above using the definitions given below.*

- 1) a place where waste is buried
- 2) the use of something in order to get an advantage from it
- 3) damage caused to water, air, etc. by harmful substances or waste
- 4) unwanted materials or substances that are left after a particular process
- 5) a gas that causes the greenhouse effect, especially carbon dioxide
- 6) the natural environment in which an animal or plant usually lives

T: *Complete the sentences with missing words given in the previous exercise.*

1 90 percent of American rubbish is dumped in ___ sites.

2 The company was fined for the ___ of its immigrant workers.

3 The chemicals have been identified as a source of ___.

4 They were fined for illegally dumping ___.

5 We need a global system for limiting ___ emissions.

6 Widening the road will uproot trees and damage wildlife ___.

2. Watching video 1.

T: *Watch the video "Fast fashion to landfill pollution — push for zero-waste. Sustainable fashion" and answer these questions:*

- 1 What is wrong with the fashion industry?
- 2 How many kilograms of clothing does average Australian buy each year? How many end up in landfill?
- 3 How much fashion produced around the world? How many garments?
- 4 What is important to think about during the design process?
- 5 Why is clothing not expensive? Who pays the price? (<https://www.youtube.com/watch?v=-MUqsWrrb8A>)

3. Discussing video 1.

T: *Give your answers.*

4. Pre-reading activities.

T: *Discuss these questions. Give reasons for your answers.*

- 1 Do you think there is a dark side of the fast fashion industry? Why is it so bad?
- 2 How to spot a fast fashion brand?
- 3 How can fast fashion affect the environment? Do you agree it is destroying the planet? Do you know any examples?
- 4 Which role do businesses play in fast fashion culture? Are they to blame?
5. What can the consumer do? What is wrong with our consumer behaviour?

5. Reading comprehension. Understanding the main points.

T: *Read the article "Fast Fashion is Still a Big Threat to Our Environment — Here's What Needs to Change" and answer the following questions:*

- 1 How do multinational companies produce very cheap clothes?
- 2 What is Eric Ritter's earth-shatteringly apocalyptic statement about?
- 3 Who is to be responsible for the workers' minimum wages?
- 4 What does fast fashion cause?
- 5 Who can influence the change to a more sustainable fashion industry?
- 6 What are the benefits of shifting from linear to circular product lifecycle?
- 7 What could be a turning point for the industry?

8 Why is fashion industry still a big threat?

Fast Fashion is Still a Big Threat to Our Environment — Here's What Needs to Change

1) The figures are damning – the garment industry is still one of the biggest threats to our global environment. *Vogue Arabia* asks what needs to change, how soon, and what we can do about it – before it's too late.

2) "I personally believe that globalization was the end of humanity," states Eric Ritter of sustainable Beirut-based fashion brand Emergency Room. And he says it just a little too casually. For such an earth-shatteringly apocalyptic statement one usually expects a little more drama. But for Ritter, this belief is part and parcel of what he does and is simply a fact of life.

3) "The industrialization and globalization of production and the economy enable multinational companies to produce in one country and sell in another, and this is how fast fashion brands produce very cheap clothes. The problem is that they are not the people who choose the minimum wage – it's the governments of those countries. You can't tell these brands they aren't doing it properly because on paper they are abiding by all the rules. So really it's just about morals. But it's very difficult to regulate that," says Ritter with a weak smile.

4) When it comes to the morality of the fashion industry, the numbers speak for themselves. As the second most polluting industry on the planet – usurped only by oil production – fashion has a lot to answer for. Climate crisis and the human misery it creates in turn is the price we are increasingly paying for our thirst for what's new, now and next.

5) According to UN figures, it takes almost 8000 gallons of water – what one person drinks in seven years – to make one pair of jeans. And when those jeans are discarded, they join the 21 billion tons of textiles that end up in landfills each year. Of 100 billion items produced yearly, 14 for each human on the planet, three in five will be discarded within the year. And the Environmental Audit Committee found that 15% of all clothing fabric is wasted at the cutting stage of production, before it even has a chance to get into stores. During Fashion Revolution's 2021 Fashion Revolution Week it emerged that 200 million trees are felled each year to make cellulosic fabrics, 35-40% of those coming from old growth woodlands. When it comes to pollution of water supplies, abuse of workers and damage to the environment, the statistics are endless. All in all, making clothing is a dirty business.

6) "The transition to change the way it works is too slow," says Dr Rima Trofimovaite, Head of Certification (Interim) for Planet Mark, a sustainability certification that aims to help companies strengthen their environmental strategies. "Without immediate action, the fashion industry will fail to meet the global targets set in the Paris Agreement, limiting global warming to 1.5 °C.

And as in any business, legislators and consumers are the most powerful drivers for change. It is in consumers' hands to drive the change to a more sustainable fashion industry."

7) "It is critical that consumers can identify which businesses have adopted authentic sustainable practices through transparency, from the manufacturing process to marketing. The fashion industry needs to shift from linear to circular product lifecycle models and there is a lot of work that needs to be done to achieve that. This shift in manufacturing model would support conscious customers, increase efficiency and result in significant financial gain," adds Dr Trofimovaite.

8) Greenpeace estimates that \$500 billion is lost each year because of under-wearing and failure to recycle clothes. The State of Fashion Report 2021 from management consulting firm McKinsey notes that companies with a focus on sustainability will drive profit from socially conscious consumers – two thirds of apparel shoppers say that sustainability is more important to them today than it was before the Covid-19 crisis.

9) "As consumers increasingly become more conscious of where they spend their money and which brands and businesses they support, the fashion industry must adapt to these shifting behaviors in order to be competitive and resilient," says Dr Trofimovaite. "Companies that understand this shift from conscious consumers will need to demonstrate their sustainability credentials in a transparent and robust way."

10) These credentials include disclosing manufacturing details, right down to the origin of raw materials – where they have the most impact, both in terms of environmental and human cost. According to the Fashion Transparency index, only seven percent of surveyed brands will reveal those details. However, a new generation of emerging designers are increasingly in agreement with changing fashion from top to bottom.

11) "It's not just about the clothing being sustainable; the whole business model in the industry isn't sustainable," says Mohamed Benchellal, winner of the 2020 *Vogue* Fashion Prize, Powered by NEOM. "The world needs to head in that direction of change. To quote my mother, whoever doesn't want to listen will have to live with the consequences. I'm doing my part, I hope others will too."

12) For Benchellal, a shift in desirability and a return to true exclusivity could ultimately be a turning point for the industry.

13) "As I work with industry leftovers and dead stock materials, when that material is done, it's done," he says. "You can't reproduce items and in a way that's very challenging but also very interesting. It makes the pieces that you produce available in limited editions, very unique, and I believe in that concept. It's interesting for the industry; not to be thinking of thousands and thousands of pieces per design, but what materials are available and to make limited editions as a result."

14) Just as before Eric Ritter's dreaded globalization took place clothes were mostly handmade in the home, perhaps a shift in fashion will see style localize once more – and there are plenty of emerging designers who would welcome the change and the challenge.

(<https://en.vogue.me/fashion/fast-fashion-2021-statistics/>)

6. Learning the vocabulary

Definitions

T: Match these words (1-10) from the article with their meanings (a-j).

- 1 landfill **a)** accept or obey a rule
- 2 discarded **b)** strong and unlikely to break or fail
- 3 abide **c)** take someone else's power
- 4 resilient **d)** in a way that is extremely important, interesting, or surprising
- 5 emerge **e)** a place where rubbish is buried
- 6 robust **f)** somebody's experience that make them suitable for a particular activity
- 7 dreaded **g)** able to become strong or successful again after a difficult situation
- 8 earth-shatteringly **h)** appear
- 9 credentials **i)** felt anxious or worried about something that is going to happen
- 10 usurp **j)** thrown away because it is no longer needed

Word search

T: Find words and expressions in the article which fit these meanings.

- 1) the amount by which the selling price of an asset exceeds the purchase price (**paragraph 7**)
- 2) the time when an important change starts, especially one that improves the situation (**paragraph 12**)
- 3) a situation in which available goods and services, or social and cultural influences, gradually become similar in all parts of the world (**paragraph 2**)
- 4) to cut down a tree (**paragraph 5**)
- 5) remaining after all the rest has been used, taken, or eaten (**paragraph 13**)
- 6) clothes that are made and sold cheaply, so that people can buy new clothes often (**paragraph 3**)
- 7) a set of personal or social standards for good or bad behaviour and character (**paragraph 4**)
- 8) when a country or place develops a lot of industry (**paragraph 3**)
- 9) something that happens as a result of a particular action or set of conditions (**paragraph 11**)
- 10) able to continue without causing damage to the environment (**paragraph 6**)
- 11) money that you gain by selling things or doing business, after your costs have been paid (**paragraph 8**)
- 12) cloth used for making clothes (**paragraph 5**)

Word partnerships

T: Match the words to make the following partnerships from the text.

- 1 true **a)** way

2 financial **b)** exclusivity

3 global **c)** target

4 transparent **d)** point

5 turning **e)** gain

Sentence completion

T: Complete the gaps in the sentences with one or two words and expressions from the article.

- 1 President Aquino said she would ___ by the court's decision.
- 2 Taking financial risks can have serious ___.
- 3 The company proved remarkably ___ during the recession.
- 4 The website encourages ___ fashion through swapping.
- 5 We are in business to make a ___.
- 6 A great number of trees were ___ to provide space for grazing.
- 7 The fall of the Berlin Wall marked a ___ in East-West relations.
- 8 Porsche highlighted its ___ by aiming at the high end of the luxury-car segment.
- 9 90 percent of American rubbish is dumped in ___ sites.
- 10 People who ___ their litter in the streets should have to pay heavy fines.
- 11 I have to question the ___ of forcing poor people to pay for their medical treatment.
- 12 These numbers are not ___ huge, but they are growing.
- 13 The underwear we sell is about luxury, not ___.
- 14 She used leftover scraps of ___ to make a patchwork apron.
- 15 Modest global economic recovery expected, but return to ___ and sustained growth remains elusive.
16. The manufacturer will have seven-year marketing ___ for the drug.
- 17 I know there is nothing ___ new in any of this, but I still find it interesting.
- 18 This could be the ___ in his miserable, despicable life.
- 19 Well, if you insist on eating so much, you'll have to take the ___!
- 20 We are all in the incredible grip of ___, encouraged to buy more but lower-grade fabrics.

Word-building

T: Use the words in the bold to form one word that fits in the text.

The garment industry is still one of the biggest **1)** ___ (**threaten**) to our global environment.

"I personally believe that **2)** ___ (**global**) was the end of **3)** ___ (**human**)," states Eric Ritter of sustainable Beirut-based fashion brand Emergency Room. "The **4)** ___ (**industry**) and globalization of **5)** ___ (**produce**) and the economy enable multinational companies to produce in one country and sell in another."

When it comes to the **6) __ (moral)** of the fashion industry, the numbers speak for themselves. As the second most **7) __ (pollute)** industry on the planet – usurped only by oil production – fashion has a lot to answer for. Climate crisis and the human misery it creates in turn is the price we are **8) __ (increase)** paying for our thirst for what’s new, now and next. And as in any business, legislators and **9) __ (consume)** are the most powerful drivers for change.

... a sustainability certification that aims to help companies **10) __ (strong)** their environmental strategies. “It is critical that consumers can identify which businesses have adopted authentic sustainable practices through **11) __ (transparent)**, from the manufacturing process to marketing. “As consumers increasingly become more conscious of where they spend their money and which brands and businesses they support, the fashion industry must adapt to these shifting behaviors in order to be **12) __ (compete)** and resilient,” says Dr Trofimovaite. “Companies that understand this shift from conscious consumers will need to demonstrate their **13) __ (sustain)** credentials in a transparent and robust way.”

However, a new generation of emerging designers are increasingly in **14) __ (agree)** with changing fashion from top to bottom. For Benchellal, a shift in **15) __ (desire)** and a return to true **16) __ (exclusive)** could ultimately be a turning point for the industry.

7. Watching video 2.

T: Watch the video “The true cost of fast fashion”. Look at the words and think about their meanings.

garment; dispose; castoff; swanky; hefty
(<https://www.youtube.com/watch?v=tLfNUd0-8ts>)

T: Name the words mentioned above using the definitions given below.

- 1) large in amount or size
- 2) a piece of clothing
- 3) very expensive and fashionable
- 4) get rid of something, especially by throwing it away
- 5) something that you no longer want and give away

8. Discussing video 2.

T: Watch the video 2 and answer the questions.

- 1 How many items are manufactured every year?
- 2 Why do people usually buy clothes from H&M and Zara?
- 3 What is Rent the Runway’s mission?
- 4 What was one of the original big ideas in Patagonia?

9. After watching activities.

T: Match the first part of the sentences with their halves.

1. But how can the fashion industry continue to grow ...
2. For Mohammed, the boom in fast fashion has been good for business,...

3. Industry pioneers are proving that there are viable business opportunities in selling less, ...

4. To date, there are 10 million members ...

5. Because I post often on Instagram, ...

- a) others need to follow suit.
- b) so it comes with a hefty laundry bill.
- c) while addressing the environmental need for people to buy fewer clothes?
- d) there is a little bit of pressure to have a new outfit.
- e) but this throwaway culture sits uncomfortably with him.

T: Choose the correct option.

1) We’re putting too much product out there, most of that product ending up in ____.

a) waste b) stock c) landfill

2) So-called ‘fast fashion’ allows consumers to buy more, but they’re wearing these ____ less often.

a) outfit b) garments c) attire

3) Consumers are ____ of them at an unprecedented rate ____.

a) disposing b) getting c) selling.

4) They process ____ clothes from recycling bins around the country.

a) designer b) old c) discarded

5) Rent the Runway is also helping to ____ an increasing throwaway culture.

a) tackle b) deal c) sort

10. Summary

T: As we can see, fast fashion is not just a term, it is a real threat looming in the horizon. It is far from cheap: we all have to pay the price. It wreaks havoc on the planet we live. It is not a scene from a dystopian future, it is a harsh reality of today. Our clothing does not have to cost the planet, it does not have to end up in landfills. We have to choose the path, the right path towards more sustainable consumption. By consuming mindfully and picking clothing that aligns with our values, we can change the way we shop and save our planet.

Do you think we deeply delved into the issue? Did we learn the lessons from it? Give your answers.

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