

L1

Anglais

Module semestre 2: *Global differences and transfers*

Syllabus (Part 1):

DRESS CODE IN GLOBAL BUSINESS WORLD

Business Students Get a Dress Code

No jeans and sneakers in the office? Newsweek's new reported dress code will suspend employees for looking too casual

Harrods 'ladies' code' drives out sales assistant

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Sources (Part 1)

Sara Kliff, “Business Students Get a Dress Code”, *Newsweek*, September 2007, at <http://www.newsweek.com/business-students-get-dress-code-100297>

Misty White Sidell, “No jeans and sneakers in the office? Newsweek’s new reported dress code will suspend employees for looking too casual”, *Daily Mail*, September 24 2013, at <http://www.dailymail.co.uk/femail/article-2431011/Newsweeks-new-reported-dress-code-suspend-employees-looking-casual.html#ixzz2wrrEUzpX>

“Breaking the Dress Code”, CBS, This Morning, March 22, 2014, at <http://www.cbsnews.com/videos/breaking-the-dress-code-sticking-out-at-work-may-boost-your-career/>

Caroline Davies, “Harrods ‘ladies’ code’ drives out sales assistant”, *The Guardian*, July 1 2011, at <http://www.theguardian.com/law/2011/jul/01/harrods-dress-code-sales-assistant>

PRESENTATION

Rappel du règlement intérieur de l'ESIAG :

Les cours sont de 2H, réunis par plage de 4H sur une demi-journée interrompue par une pause d'un quart d'heure.

L'acceptation en cours d'un étudiant en retard, au début du cours ou après la pause, est laissée à l'appréciation de l'enseignant.

Les retards excédant 15 minutes sont de toute façon signalés au secrétariat. Deux retards sont comptabilisés comme une absence.

L'absence à 1/5e des cours entraîne un zéro sur l'ensemble du contrôle continu du semestre.

L'absence lors d'une épreuve de contrôle continu (DST, test écrit, exposé ou autre) entraîne un zéro à ce contrôle continu, sauf avis contraire de l'enseignant.

Les téléphones portables et ordinateurs doivent rester éteints pendant les séances d'anglais, sauf sollicitation de l'enseignant, l'écoute de l'autre et la réactivité étant la base de la progression en anglais, et relevant du simple respect d'autrui.

Objectifs et méthodes

Nous serons ensemble pour 10 séances de quatre heures + deux heures de DST chaque semestre.

Conformément à ce qui est inscrit dans la plaquette de la L1 de l'ESIAG, nous aurons pour objectif de renforcer votre niveau B2 de maîtrise de l'anglais, comme défini par le Cadre européen commun de référence pour les langues (CECRL) – niveau d'utilisateur indépendant. Il s'agira d'un renforcement grammatical de base, lexical général, et phonétique. Nous vous entraînerons aussi à maîtriser une terminologie propre aux problématiques de la vie étudiante et de la vie professionnelle à l'étranger.

Nous aborderons, au second semestre, le thème *Global differences and transfers*.

Autour de ces thèmes seront pratiqués :

- la compréhension écrite de textes issus de la presse anglophone,
- la compréhension orale de documents audio et/ou vidéo,
- l'expression écrite sous forme de rédaction de réponses à des questions de compréhension et de mini-dissertations,
- l'expression orale,
- la révision de points de grammaire de base.

Nous vous fournissons le polycopié. C'est la base de votre travail et vous devez impérativement l'apporter à chaque séance.

Contrôle des connaissances : Contrôle continu uniquement

50 % pour l'oral, dont une note de participation à la dynamique de groupe.

Attention : la présence étant obligatoire ne compte pas du tout dans la note de participation. Ce qui compte est **la qualité de vos interventions** spontanées ou sollicitées.

50 % pour l'écrit (un gros Devoir sur Table, plus des tests de grammaire, de vocabulaire, de compréhension de texte et d'expression écrite)

I) Warming up:



II) Reading comprehension:

Business Students Get a Dress Code

Along with the standard syllabi and schedules that accompany the school year's start, marketing majors at Illinois State University are contending with a policy that rarely sets foot on a college campus: a dress code.

5 Beginning this semester, the campus in Normal, Ill., will require its 400-500 students in upper-level marketing classes to attend class in "business casual attire," not the sweats or pajama pants that often find their way into university lecture halls. The new policy outlines appropriate attire for male and female students. For women khakis and slacks are acceptable. So too are dresses and skirts, as long as **they** are no more than four inches above the knee. For men khakis and polos, golf shirts, and sports jackets are the new on-campus standard.

10 The university's newfound fashion consciousness isn't just about style. According to Tim Longfellow, head of ISU's marketing department, **it's** about preparing students for the wardrobe requirements of the working world. "Dress can sometimes be an issue for new employees and interns," **he** says. "**We've** had employers tell **us** that **they've** sent interns home because **they** didn't understand what business casual was. We wanted to allow students to get a level of comfort; **you**"
15 can't just turn on a light switch."

If students repeatedly fail to meet the standards, their grades are at stake: the dress code gives faculty members the power to ask the student to leave the classroom and receive zero credit for any work due that day. Says Longfellow, "It's just like life: if there are no consequences to bad behavior, then the good behaviors slip away."

20 But will instituting punitive measures really result in increased professionalism? Not according to Susan Bixler, co-author of "Five Steps to Professional Presence: How to Project Confidence, Competence, and Credibility at Work." **She** says that in the real world **you** get rewarded for good behavior, not docked for bad dress. "Besides, **this** is too parental. **You** have to treat [students] like adults."

25 Longfellow is sticking by his department's new guidelines. He says that faculty members have, thus far, reported largely positive results. Their students—even in the 8 a.m. classes—are "wide awake, prepared for class, and contributing." Sara Molider is one of those students, a senior in marketing who will graduate in December. She thinks the dress code is giving her a sense of the style needed in the corporate world. "When **you** do dress up ... you do hold yourself to a higher standard," she

Some of her classmates have been less enthusiastic about the new policy. But Molider thinks **this** should be their wakeup call, not a reason for complaint. “Some students are saying **it**’s a violation of their freedom,” she says. “But is **that** what they’re going to say when they have to dress nicely for their first job interview?”

Source: Adapted from Sara Kliff, *Newsweek*, September 2007, at <http://www.newsweek.com/business-students-get-dress-code-100297>

II.I) General Comprehension:

- 1) Present the document in ONE sentence.
- 2) Sum it up in a 3-line paragraph.

II.II) Detailed comprehension:

- 3) What must business students do in a Business school in Illinois?
- 4) What is the main reason for this choice?
- 5) What happened to some students on training periods?
- 6) Comment upon the journalist’s sentence “you can’t just turn on a light switch.” (# 3)
- 7) What may happen to students who do not respect the dress code in their college?
- 8) Explain how Bixler’s and Longfellow’s views oppose.
- 9) Why is the corporate world more important than students’ freedom to choose?

II.III) Boost your vocabulary up!

A) Explain in your own words in English the following expressions:

Dress code:

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On-campus standard:

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Wakeup call:

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B) Find the English equivalent in the text:

French	English	paragraph
des étudiants		1
une tenue		2
décontractée		2
amphithéâtres		2
pantalons		2

la garde-robe		3
les stagiaires		3
les notes		4
disparaissent		4
récompensé(e) par		5
sanctionné(e) pour		5
un étudiant en dernière année		6
le monde de l'entreprise		6

III) **Grammaire en contexte : Les pronoms personnels**

Indiquer l'antécédent de chacun des pronoms en gras soulignés dans le texte

1. they (l.8) :
2. it (l.11) :
3. he (l.13) :
4. We (l.13) :
5. us (l.13) :
6. they (l.13) :
7. they (l.13) :
8. you (l.14) :
9. She (l.22) :
10. you (l.22) :
11. this (l.23) :
12. You (l.23) :
13. you (l.29) :
15. this (l.31) :
16. it (l.32) :
17. that (l.33) :

Parmi ces pronoms, lequel est un pronom personnel complément ?

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Quel pronom personnel est utilisé pour faire des généralités dans le texte ?

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Quel autre pronom personnel peut-on aussi utiliser pour faire des généralités ? Employez-le dans une phrase.

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Connaissez-vous le pronom personnel indéfini en anglais ? Utilisez-le dans une phrase.

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Quels pronoms soulignés dans le texte ne sont pas des pronoms personnels ?

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De quel type de pronoms s'agit-il ?

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I) Reading comprehension:

No jeans and sneakers in the office? Newsweek's new reported dress code will suspend employees for looking too casual

Newsweek magazine and its employees have taken many public hits in the last two years—the latest of which was leaked on Monday.

In August, the all-digital news magazine was sold to the International Business Time (IBT), following a nearly three-year ride under the watch of former owner, IAC. On Monday, Newsweek employees leaked a dress manual that had been provided to them by their new owners as part of 'The International Business Times Employee Handbook,' reports Politico.

It prohibits jeans, sneakers, sandals, and T-shirts—garments that can be understandably prohibited, at say an *investment* banking establishment, but are *regularly* spotted on newsroom floors.

'Denim jeans, sweat suits, low-rise pants, sneakers, sandals, flip-flops, halter tops, camisoles, baseball caps, sweat suits, t-shirts, tank tops, micro mini-skirts, shorts, or anything else that is deemed unprofessional or excessively distracting are inappropriate business attire and should not be worn to work,' reads the reported policy.

'Shaggy, messy, and neglected hair is not permissible regardless of length. Also, well-groomed, business style hair of natural color is required,' it continues. 'Open-toe sandals are not permitted. Body piercing (other than earrings) should not be visible. Inappropriately dressed employees will be asked to return home to change into suitable clothing.'

The manual reportedly notes that 'Any employee who repeatedly violates this policy will be subject to progressive disciplinary action, up to and including suspension without PAY and/or discharge.'

More trouble, however, has stemmed from a clause that dictates how 'employees are prohibited from speaking negatively about their employer,' writes Politico. New York's Newspaper Guild says this stipulation is in violation of U.S. labor laws, prompting it to file an official complaint against Newsweek LLC with the U.S. National Labor RELATIONS Board on Monday.

The handbook is the latest ire for Newsweek's few *remaining* employees. When IAC purchased the magazine from Sidney Harman in 2010, the publication was merged with news website The Daily Beast. Both entities were placed under the purview of seasoned editor in chief Tina Brown. IAC chairman Barry Diller has recently called the Newsweek merger a 'mistake' and 'a failed experiment.'

In December, IAC closed Newsweek's US print edition and moved the publication into an all-digital format. This May, word broke that the company was looking to sell the magazine to focus on The Daily Beast's individual growth, and in August IBT was announced as Newsweek's new owners (Brown announced her impending departure from IAC soon after). IBT says that it plans to keep Newsweek a digital-only venture.

Newsweek-ers who were spared from the publication's reported 'blood bath' of layoffs when IAC moved the title towards an all-digital format remain to hear their future under IBT's watch, says a company spokesperson.

'Like any other companies going through an acquisition, IBT Media is working on a staffing plan which will fulfill the future operation of Newsweek. We have made offers to a number of existing employees based on their qualification for the roles in the new operation,' a spokesperson for IBT said in a statement issued to MailOnline.

- 40 If transferred, Newsweek employees may arrive at IBT and find some welcome relief in their wardrobes. The spokesperson added: ‘Regarding the dress code, we are currently working on updating our employee handbook.’

Source: Adapted from Misty White Sidell, *Daily Mail*, September 24 2013, at <http://www.dailymail.co.uk/femail/article-2431011/Newsweeks-new-reported-dress-code-suspend-employees-looking-casual.html#ixzz2wrrEUzpX>

I.I) General Comprehension:

1. Present the document in ONE sentence.
2. What does the text deal with? Sum it up in a 3-line paragraph.

I.II) Detailed comprehension:

3. When have the magazine and its employees been on public hits?
4. Why mustn't some types of attire be used on some key parts of *Newsweek* buildings?
5. What may the employees who do not respect the dress code rule risk in the end?
6. According to the article, is *Newsweek* going to be a physical company in the future? Justify.
7. What type of dress code will be asked to *Newsweek* employees when they arrive at *IBT*, if the company is transferred?
8. Give **3** types of attire that employees mustn't wear according to the new guidebook.
9. What may happen to employees with a neglected haircut when coming to the workplace?
10. Comment upon this expression from the article (# 10) “[...] the publication’s reported ‘blood bath’ of layoffs”?

I.III) Boost your vocabulary up!

Find the English equivalent in the text:

French	English	paragraph
a été divulgué		1
des vêtements		3
sont aperçus		3
est considéré		4
semble-t-il		6
a été causé par / est venu de		7
déposer/porter plainte		7
motif de colère		8
expérimenté(e) / chevronné(e)		8
il a été révélé		9
cherchait à / avait pour projet de		9
une entreprise		9
licenciements		10

II) Grammaire en contexte : La dérivation à partir du radical d'un mot

II.I) Relevez les mots en gras et italique ligne 8 (2 mots) et ligne 23 (1 mot), puis décomposez-les en nommant chaque partie et donnez la nature des mots à chaque fois.

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II.II) Relevez les mots en majuscule, gras et italique (l.18 et l.22) puis ajoutez-leur un suffixe afin de les transformer. Donnez la nature de ces mots transformés et leur traduction en français.

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II.III) Trouvez d'autres mots dans le texte qui sont formés à partir d'un radical, d'un préfixe et/ou d'un suffixe et décomposez-les en nommant chaque partie. Donnez la nature du radical (*root / base word*) et du mot formé à partir de ce radical.

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II.IV) Formez autant de mots que vous pouvez à partir des radicaux suivants : able, act, use, like, sign

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III) Writing / Debating:

“I dress for the image. Not for myself, not for fashion, not for men.”

Marlene Dietrich

➔ How does this quotation apply to everyday life and the workplace?

IV) Listening Comprehension:

Video: Breaking the Dress Code

Source: CBS, This Morning, March 22, 2014, available at:

<http://www.cbsnews.com/videos/breaking-the-dress-code-sticking-out-at-work-may-boost-your-career/>

1. Who are the three participants?
2. Who published the study mentioned?
3. What does the study show?
4. According to Bob Rosner, can you recognize an employee's status based on his/her attire?
5. How was data collected for the study?
6. Does the conclusion of the study apply to all workplaces?
7. What are the conditions that make it possible for an employee to dress the way he/she wants?
8. Are there limits to what employees can do with their looks?

I) Reading comprehension:

Harrods 'ladies' code' drives out sales assistant

Legal expert says store could be sued under Equality Act after Melanie Stark was told she had to wear full make-up at all times

A sales assistant at Harrods claims she has been "driven out" of her job over her refusal to wear makeup. Melanie Stark, 24, said her battle with the Knightsbridge store left her "exhausted, stressed and upset". On two occasions she was sent home; on another she was sent to work in the stockroom.

5 Stark, based in the HMV department in Harrods, said she had been described by one manager as among the best of their employees and worked without makeup for four years, before being asked to comply with the store's strict dress code.

The two-page "ladies" dress code stipulates: "Full makeup at all time: base, blusher, full eyes (not too heavy), lipstick, lip liner and gloss are worn at all time and maintained discreetly (please take into account the store display lighting which has a 'washing out' effect)."

10 When she refused she was offered a makeup workshop and told, 'You can see what you look like with makeup', she said.

"I was appalled. It was insulting. Basically, it was implying it would be an improvement. I don't understand how they think it is OK to say that." she said. "I know what I look like with makeup. I have used it, though never at work. But I just could not see how, in this day and age, Harrods could
15 take away my right to choose whether to wear it or not." Stark had complied with all other aspects of the dress code. "But it's not like wearing black trousers, or a black shirt. This is my face. [...] Make up can change your features completely, especially if I was to wear all of what they were asking. I would look like a different person to me. And I never chose to look like that."

20 Last week she resigned rather than comply with the code after working at the store for five years, three of them part-time while a philosophy, religion and ethics student at King's College London, and the last two years full-time after completing her masters. "I was happy there, but I've been driven out."

One legal expert said Stark could have grounds to sue Harrods.

25 Lawrence Davies, director of Equal Justice solicitors, said she might have a claim under the Equality Act 2010. "On the facts, she performed her role well for five years without makeup, so it is clearly not a valid prerequisite for her role." Of the dress code, he said "custom and practice would suggest that her contract has changed over the years to allow her to not wear makeup".

30 Stark said she had been given a copy of the dress code when she joined HMV at Harrods aged 19, and had been given store approval after an interview during which she did not wear any makeup. Harrods had not sought to enforce the code until last August when, after a "floor walk" by senior managers, she was sent home for refusing to wear it.

35 In a letter to Harrods at the time she said: "To be told that one's face is inadequate is extremely degrading." She had a commendation for customer services, had been awarded 94% in a "mystery shop", on which unsuspecting staff were monitored, and met every other requirement in HMV's music section.

The next day, she was put to work in the stockroom, away from view. She had received good support from HMV throughout, she said. The conflict was with Harrods.

Stark was summoned to a meeting with her Harrods floor manager. During this, she said, she was

40 told: "You've got two options. You wear makeup or you leave". She said she was told: "We're not making you look like the girls on the beauty counter" and it was suggested she **could "just wear"** eyeliner and lipstick". She said: "But if that was my choice, surely I had the choice to wear none."

On that occasion, Harrods appears to have backed down. She returned to work and continued without wearing makeup until three weeks ago, when, during a Powerpoint presentation a new floor manager told staff: "Girls. I want you to be made up."

45 "Alarm bells started ringing," she said. "Off I go again, another meeting." She was briefly transferred to HMV's Bayswater store while a resolution was sought – but had already decided to resign.

"I just **could not go through** with it all again. I wasn't going to compromise, but neither were they," she said. "And I felt it was time to move on." A Harrods spokeswoman said: "All our staff
50 are subject to a dress code which they sign up to on joining the company, which relates to an overall polished appearance. Our records show that discussions with Melanie Stark concerned a general lack of adherence to the dress code. However, no action was taken and she subsequently decided to leave the business of her own accord with no reference made to dress code."

Savile Row claim

55 Company dress codes and "look" policies are common but their legality has been challenged, with mixed results. The US clothing retailer Abercrombie & Fitch was accused of "hiding" a sales assistant in a stockroom at its flagship London outlet in Savile Row because her prosthetic arm did not fit with its "look policy".

60 Riam Dean, a 22-year-old law student from Greenford, west London, claimed she was removed from the shopfloor when management became aware of her disability. Dean, who was born without her left forearm and has worn a prosthetic limb since she was three months old, sued for disability discrimination after she was left "personally diminished and humiliated" when she refused to remove her cardigan at work last summer. In 2009 a tribunal awarded her £8,000 for unlawful harassment.

65 Clare Murray, of the specialist employment law experts CM Murray, said case law supported the right of employers to impose dress codes with different requirements for women and men provided there were "equivalent" requirements. "But employers **must be able to show** a good business reason," she said. Employers also needed to consider religious and cultural implications.

Source: Adapted from Caroline Davies, *The Guardian*, July 1 2011, at <http://www.theguardian.com/law/2011/jul/01/harrods-dress-code-sales-assistant>

I.I) General Comprehension:

1. Present the document in ONE sentence.
2. What does the text deal with? Sum it up in a 3-line paragraph.

I.II) Detailed comprehension:

3. What happened to Miss Stark even if she was said to be a good employee?
4. What was said to be an improvement to Miss Stark's dress code?
5. What was her main argument to refuse wearing makeup?
6. How may the Equality Act of 2010 defend Miss Stark?
7. Comment upon this sentence from the text (# 13): "Alarm bells started ringing".
8. What is the American way of dealing with the issue of dress code in the workplace?
9. What did Miss Dean obtain five years ago?

I.III) Boost your vocabulary up!

Find the English equivalent in the text:

French	English	paragraph
un vendeur / une vendeuse		1
observer / respecter (un règlement)		2
consterné(e) / épouvanté(e)		5
traits (du visage)		5
poursuivre au civil		7
n'avait pas cherché à		9
surveillé(s) / contrôlé(s)		10
a été convoqué(e)		12
avoir reculé		13
démissionner		14
magasin phare		16
un membre (partie du corps)		17
illégal / illicite		17

II) Grammaire en contexte : Les modaux

Pour chacune des formes en gras soulignées dans le texte, donnez la nature de chacun des éléments, la valeur modale de cette forme, et la justification de cette valeur en contexte :

1. can see (l.10) :

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2. could take away (l.14-15) :

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3. can change (l.17) :

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4. would look like (1.18) :

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5. could have (1.23) :

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6. might have (1.24) :

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7. would suggest (1.26-27) :

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8. could just wear (1.40) :

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9. could not go through (1.48) :

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10. must be able to show (1.67) :

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III) Writing / Debating:

Freely react to this sentence from the article about dress code in the workplace:

“Good clothes open all doors”

Thomas Fuller (1608-1661), British clergyman and author.