МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ Федеральное государственное бюджетное образовательное учреждение высшего профессионального образования «Забайкальский государственный университет» (ФГБОУ ВПО «ЗабГУ»)

Историко-филологический факультет

Кафедра иностранных языков

**УЧЕБНЫЕ МАТЕРИАЛЫ**

**для студентов заочной формы обучения**

**(с полным сроком обучения)**

по дисциплине «Иностранный язык»

для направления подготовки 43.03.01 Сервис

профиль «Сервис в индустрии моды и красоты»

Общая трудоемкость дисциплины – 360 часов, 10 зачетных единиц.

Форма текущего контроля в семестре – контрольная работа.

Курсовая работа – нет.

Форма промежуточного контроля в семестре – зачет (1-3 сем., экз. – 4 сем.).

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**Краткое содержание курса**

Перечень изучаемых тем, разделов дисциплины (модуля).

1. Тема: О себе (About myself).

Тема: Моя семья (My family). Моя учеба в университете (My University course).

Грамматика: местоимения, артикли, числительные, множественное число существительных, there is/are, to have, to be, личные местоимения. Имя существительное: образование мн. числа. Артикль (понятие, виды). Структура простого предложения. Формальные признаки подлежащего. Порядок слов в предложении. Лексика: по указанной теме.

1. Тема: Tourism and Traveling

Грамматика: there is/are, числительные. Притяжательный падеж имен существительных. Разряды местоимений. Словообразование. Предлоги. Степени сравнения прилагательных. Времена групп Simple, Progressive. Виды вопросительных предложений.

Лексика: по указанной теме.

1. Темы: Foodservice

Грамматика: Употребление времен группы Perfect. Passive Voice. Модальные глаголы.

1. Темы:

Beauty Industry Fashion Industry

Лексика: по указанной теме.

**Форма текущего контроля**

**Контрольная работа № 2**

**1.Answer the following questions about travelling.**

1. Why do people travel? Name three reasons. 2. Make a list of five places in the world you would like to go to. Say why. 3. Think of place that is very popular, but which you have no desire to visit. Why don’t you want to go there? 4. When did you travel? Where did you go? Why? 5. Did you have a good time? What did you miss from home? 6. Do you know anybody that doesn’t like travelling? Who?

Why?

1. **Practice in reading and give Russian equivalents of the following words.**

get tired from, get you away from, get the experience of, get scared, disaster, book online, be worth smth, cancel, be careful with, honeymoon travel, wedding, offer,

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aim at, high-travel job, drag, reason, retire, be retired, save money, suit the interests, keep active, explore a region, take up a new hobby.

**3. Read and translate the text.**

It is obvious that from time to time we should leave the place where we live or work for a while to change the scenery, because we get tired from the same surrounding and daily routine. Hence, some relaxation is an essential thing to restore our physical and mental resources. And the best way of relaxation is to go to a place, where you have never been before. Travelling gets you away from the norm of student life/working for a while! It’s a chance to get the experience of new cultures, new opinions, history, ideas, scenery, and food.

Travelling can be exciting, amusing, and enlightening, but it can also be exhausting, stressful and disorientating. Travelling actually scares some people. For some, moving abroad was the best thing they ever did, while for others it was a complete disaster. Exotic places and people can be fascinating, but they can also be most irritatingly foreign. Language can be a problem. Finally, of course, there are an assortment of risks from tropical diseases to earthquakes and typhoons, through to crime. These can generally be avoided, but it takes quite a bit planning.

The secret of successful travel is all in the planning. Before you travel you should find a good travel agent. Booking online can be cheap and easy, but a good travel agent can be worth their weight in gold when your flight is cancelled and you need to rebook in a hurry. Meet-and-greet services can be very useful. Of course, you should watch your stuff and be careful with credit cards.

There are different types of travelling. For example, honeymoon travels. In Western countries it typically begins a few days after the wedding ceremony. The trip itself is often a fortnight in length. Popular choices of honeymoons include beaches and islands cruises. There are many honeymoon packages offered by travel agents, hotels, cruise liners and almost every other travel vendor. Typically these include "romantic" extras like massages, spa baths, bottles of champagne and better rooms. They are usually aimed at a luxury market rather than a budget market: if you want a budget honeymoon it's easier to plan it as a holiday for two immediately after your wedding, rather than asking for honeymoon specials.

Business travel has some advantages and disadvantages. Firstly, it's free. Your company pays your expenses, then flights, hotels, taxis. Business travel is still travel, and you will encounter new people, new things and new situations that are guaranteed to be a learning experience and change the way you think. But you may not be able to see your family while traveling. Practicing sports and eating

well is harder when traveling. When you are offered a high-travel job, think about it carefully. It can be an interesting experience when young and single, but it can quickly become a drag.

It is moderately common for people to retire in countries other than their home. There are two main reasons. One is climate; people from colder places flock to the Mediterranean, the Caribbean, Southeast Asia and the South Seas. The other major reason is saving money; a pension that is just a pittance in a relatively wealthy country may be enough to live well in a lower-income country.

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There are various other reasons as well. Some might retire abroad out of an urge to see the world. Others might choose a retirement spot to suit their interests

— perhaps Queensland for the diving, Austria for the skiing, or Peru for the Inca archeology. Still others might choose to retire abroad as a way of keeping active in their later years, perhaps learning a new language, exploring a region, or taking up a new hobby. It gives time to think and look back and to feel the world is a wonderful place!

1. **Are the sentences true or false? Comment on the true statements and correct the false ones.**
2. From time to time we should restore our physical and mental resources. 2. Travelling is a chance to relax. 3. Exotic places are so wonderful! 4. It is very comfortable to book your travel online. 5. Honeymoon travels are more expensive.
3. The honeymoon travel usually begins just after the wedding ceremony. 7. The honeymoon usually lasts a month. 8. A high-travel job can be very stressful.
4. People who are wealthy retire abroad.
5. **Complete the following sentences.**
6. We get tired from the same surrounding and daily routine because...
7. Going to a place, where you have never been before is…
8. Travelling gets you a chance …
9. Some people get scared of travelling because...
10. You can avoid mane problems if you …
11. You should find a good travel agent because...
12. You should be careful with …
13. Popular choices of honeymoons include beaches and islands cruises because...
14. The best place for honeymoon is…

10. The advantages of business travel are...

11. The disadvantages of business travel are...

12. Many Westerners retire abroad because...

**6. Answer the following questions about the text.**

1. Why should we leave the place where we live or work from time to time? 2. Is travelling useful? 3. Does it broaden your mind? 4. Can travelling be stressful and dangerous? 5. What is the secret of successful travel? 6. What is the best way to spend your honeymoon and why? 7. Would you like to have a high travel job, and why? 8. Would you like to retire abroad, and why?

**7. Give a short summary of the text**

**Контрольная работа № 4**

**Ex. 1. Read the text.**

1. My job involves crazy hours. You’ve got to be very flexible and personable because you’re constantly working with people’s public image. This can be

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especially challenging with celebrity clients, and I’ve had to work a lot on communicating clearly with them. I love it when we’ve put together a few looks and a client says, “Wow. I never would have thought about wearing it like that” or “I usually don’t wear those colours, but they actually work well.

1. What's the best thing about my job? Well, I really like the fact that it's varied: from supervising my team and providing them with the support they need to do their jobs, to generating ideas for a new publicity campaign, or organizing an in-store product launch. I never get bored. I've even had to write speeches for our designers when they've received industry awards. The hours are long, but no two weeks are ever the same.
2. I need lots of different skills in my job. Basically, we are like fortunetellers predicting what people will want to be wearing 18 to 24 months in advance. We need to be able to communicate our vision using handdrawn or digital sketches. We also have to build good relationships with textile manufacturers, so that we can find the right fabrics for our designs. We are team leaders, supervising the production and the creation of prototypes. And, last but not least, we are showmen, presenting our designs to the public on the runway.
3. How would I describe my job to someone who wants to get into manufacturing? Well, first of all, it involves meeting often with our clients, who are mostly from the fashion industry, and talking about making their products. We provide a full service : sourcing the fabric and then cutting and sewing it according to the client's instructions. I spend a lot of time on the factory floor overseeing production making sure the job gets done, but my job also involves travelling a lot to trade fairs, sourcing new materials and making contacts.
4. This job has really transformed in the past 20 years. It's not just a desk job anymore, working for one editor. These days, there are so many more opportunities to freelance, across a variety of media: print, on line, *TV,*YouTube, and social media sites. We spend a lot of time doing research, or doing interviews, and mixing in our own opinions, too. I guess you could call us 'factual critics.'

**Ex. 2. Match the stories to the jobs.**

|  |  |  |
| --- | --- | --- |
| Story | | Job |
| 1 | \_\_\_\_\_\_ | a Textile factory manager |
| 2 | \_\_\_\_\_\_\_ | b Fashion designer |
| 3 | \_\_\_\_\_\_\_ | c Stylist |
| 4 | \_\_\_\_\_\_\_\_ | d Fashion journalist |
| 5 | \_\_\_\_\_\_\_\_ | e PR manager |

**Ex. 3. For each person, cross out the job responsibility they don’t mention.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1. | a dealing with clients | 4 | a | discussing products with clients |
|  | b working with a PR team c creating looks |  | b | operating machinery |
| 2. | a managing a team of staff |  | c | making contacts at trade fairs |
|  | b organizing publicity events | 5 | a | sourcing fabrics |

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c receiving awards b working with different media

3. a illustrating designs c interviewing other people

b manufacturing textiles

c presenting designs at fashion shows

**Ex. 4 Complete the following job advertisements (1-4) with the missing sentences (a-d).**

a. You will work closely with designers to ensure their designs are translated into well-made garments.

1. This will include working on joint projects, such as conducting research to identify client profiles and match them to clothing lines.
2. Candidates will need excellent communication skills as they will be responsible for writing print and online promotional literature.
3. You will have experience of purchasing textiles and / or any accessories needed for a prototype or capsule collection.

**Junior Assistant Designer**: As a Junior Assistant Designer, you will ideally have1-2 years' experience as a Fashion Design Assistant. You will be responsible for conducting research on fashion trends, assisting with the design of fashion lines and sourcing fabrics and trims. \_\_ . You must also have good knowledge of CAD systems (Photoshop, Illustrator), and hand drawing skills.

**Retail Manager** needed for high-street fashion label. Our new Retail Manager willbe responsible for analyzing sales data and setting sales quotas. The successful candidate must possess excellent written and oral communication skills as the role involves working closely with buyers. \_\_ . The job also includes managing budgets, giving presentations and writing reports.

As a **Creative Pattern Engineer** for Modelisle Inc., you will be producing palterns for our capsule collections based on designer sketches. \_\_ . Candidates must have knowledge of manual techniques and CAD programs (Lectra, Veti-graph, Investronica). You will have to work across all areas of womenswear, menswear and childrenswear, although you may specialize in a product area such as wovens, jersey or knitwear.

**Public Relations Manager** needed for successful clothing company. We arelooking for a PR manager who will be responsible for planning and overseeing marketing campaigns and ensuring their success \_\_. Other duties include organizing promotions and fashion events.

**Ex. 5. Read, translate the text and answer the questions below.**

**Starting a career in fashion:**

**Internships, mentoring programmes, and competitions** *Internships*

People often associate internships with boring tasks, such as getting coffee and making photocopies. However, when an internship is run properly it can be a really fulfilling learning experience. The learning institution, the sponsor and the student sign a learning contract, in which schedules and job duties are defined.

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Internship duties vary depending on the sector. Students usually work for course credits and are evaluated throughout the semester.

Will an internship lead directly to a job? The answer is not in every single case; it depends on the skills, performance and creativity of the intern. On average, 30-40% of internships lead to a job. In any case, internships offer students hands-on experience in the sector of their choice.

*Mentoring Programmes*

Designing fashion is an art, but to be a good ‘fashion artist’ you also have to know how to manage and promote your innovative ideas. Many associations, magazines, and government agencies have initiated mentoring programmes. These are usually aimed at new or recent graduates. Mentoring programmes may support young designers by providing showrooms, pairing mentors to designers, offering workshops on topics like visual merchandising or organizing trips to observe similar work.

*Competitions*

Various editions of Vogue magazine (US, UK, Italy) have competitions to find bright new talent, run either on their own or in partnerships with government agencies or trade associations. Other associations, such as Malcolm McDowell’s and IMG’s *Fashion Fringe* in the UK, focus on cultivating talent in the accessories sector. They provide designers with showrooms, where they can show capsule collections to be judged by industry experts. Winners may be awarded paid internships, and many see their creations included alongside major labels at fashion weeks. Some accessory companies have set up their own young talent award projects; Furla in Italy and Aldo shoes in Canada are just two examples.

If you’re an extrovert, you may find yourself on a reality TV show such as *Project Runway, The City,* or *What Not To Wear.* Winners have great opportunitiesto launch their careers using the publicity created.

Whatever your area of interest, the fashion industry offers many opportunities to get started in your career.

**Answer the questions**

1. What do you know about the following ways of entry into the fashion industry in your country: internships, mentoring programmes, talent contests, or reality TV shows?
2. Have you ever participated in any of the learning programmes described above? Which one? What advantages did you gain from it?
3. If you have never had an experience like the ones described in the article, which one appeals to you most? Why?

**Ex. 6. Find English equivalents**

Капсульная коллекция, развивать карьеру, иметь огромные возможности, оплаченная стажировка, развитие таланта, находить яркие новые таланты, оформление торгового места, семинары, выставочный/демонстрационный зал, практический опыт, зависеть от навыков, исполнения и творчества, график, осуществлять.

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**Другие формы текущего контроля**

**Форма промежуточного контроля**

Вопросы (задания) к зачету по дисциплине:

1. Демонстрация умений монологического высказывания по изученным темам и участие в диалогическом общении в пределах изучаемых тем.
2. Выполнение грамматических и лексических тестов.
3. Демонстрация умений чтения и извлечения информации без словаря/ со словарем в зависимости от целей чтения.
4. Представление презентаций по индивидуальным заданиям.

**Зачет (1 семестр)**

1. Сообщения на тему “My family”, “My University course”.
2. Выполнение грамматических и лексических тестов.

**Зачет (2 семестр)**

1. Сообщение на тему “Tourism structure”.
2. Выполнение грамматических и лексических тестов.

**Зачет (3 семестр)**

Find information about any famous fashion designer and make a presentation.

**Экзамен (4 семестр)**

Образец экзаменационного билета

БИЛЕТ №\_\_\_

43.03.01 Сервис, профиль «Социально-культурный сервис» Дисциплина Иностранный язык

1. Найдите спецтекст по теме «How to run a hotel».

Ознакомьтесь с его содержанием без словаря. Будьте готовы к беседе по тексту на изучаемом языке. Кратко передайте основное содержание текста и выразите свое отношение к полученной информации.

1. Письменно переведите со словарем на русский язык указанный фрагмент текста.

**Учебно-методическое и информационное обеспечение дисциплины**

**Основная литература**

1. Ломаев Б.Ф., Томских Г.П., Михина А.Э. English: Your Way. Практический курс английского языка. [Электронный учебник] – Чита, 2010. www.zabspu.ru (Moodle)
2. Практический курс английского языка “English: Your Way” [Текст]: учебное пособие / Б.Ф. Ломаев, Г.П. Томских, А.Э. Михина. –Чита: Экспресс-изд-во, 2008. – 268 с. (аб. 4 – 50 экз.)
3. Фонетический практикум по английскому языку – 2-е изд., испр. и доп. / Сост. Б.Ф. Ломаев, А.Э. Михина; Забайкл. гос. гум.-пед. ун-т. – Чита, 2007. –
4. с.(аб. 4 – 4 экз., ч.з. – 1)

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* 1. Хведченя, Л. В. Английский язык. Базовый курс [Текст]: учебное пособие
* Л. В. Хведченя. - Минск: Современная школа, 2009. - 558 с. (аб. 4 – 2 экз.)

**Дополнительная литература**

1. Mary E.Word. English for the fashion industry. Oxford University Press. 2012.
2. I. Dubicka, M. O'Keeffe. English for International Tourism. Pearson Education Limited. 2003.

**Базы данных, информационно-справочные и поисковые системы\***

\*Указываются базы данных, информационно-справочные и поисковые системы необходимые для проведения конкретных видов занятий по дисциплине.

**Базы данных, информационно-справочные и поисковые системы\***

|  |  |  |
| --- | --- | --- |
| *№* | *Название сайта* | *Электронный адрес* |
| *п/п* |  |  |
| 1 | Изучение иностранных | http://www.study.ru/ |
|  | языков on-line |  |
| 2 | Ресурсы для изучения | http://www.alleng.ru/english/engl.htm |
|  | английского языка |  |
|  | (учебники на русском и |  |
|  | английском языке) |  |
| 3 | Ресурсы для изучения | http://www.cvtips.com |
|  | делового иностранного | http://www.britishcouncil.ru/english/online/websites |
|  | языка | http://learnenglish.britishcouncil.org/en/business-and- |
|  |  | work |
|  |  | http://www.englishclub.com/business- |
|  |  | english/vocabulary.htm |
|  |  | http://www.businessenglishsite.com/general-business- |
|  |  | english.html |
|  |  | http://speakspeak.com/resources/general-english- |
|  |  | vocabulary |
| 4 | Упражнения и тесты по | http://www.englishjet.com/english\_courses |
|  | английскому языку | \_files/resources.htm |
| 5 | Тесты по английскому | http://www.englishjet.com/english\_ |
|  | языку | courses\_files/tests.htm |
| 6 | Грамматика английского | http://engblog.ru |
|  | языка | http://www.lovelylanguage.ru/grammar/tables |
|  |  | http://study-english.info/grammar.php |
|  |  | http://www.native-english.ru/grammar |
|  |  | http://englishstyle.net/grammar/ |
|  |  | http://engramm.su |
|  |  | http://www.study.ru/support/handbook/ |
| Ведущий преподаватель | | Жавкина Е.Б. |
|  | |  |

Зав. кафедрой Каплина С.Е.

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