

Teaching English to fashion students



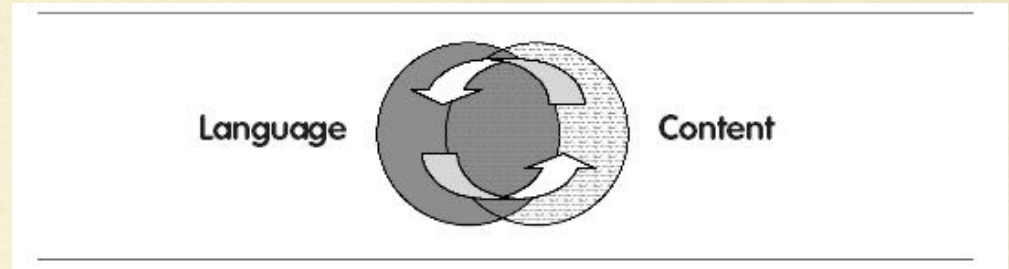
Cristina Oddone
18 ottobre 2017

CLIL vs ESP

The connection between CLIL and ESP: the subject-specific language

But CLIL and ESP have opposite outcomes

Is this difference always clear?



Nordmeyer, 2010

Teaching ESP

What does it entail?

Focusing on the subject-specific language and its usage in context

Achieving language outcomes

Developing language skills

Developing specific study skills

Focusing on specific vocabulary and grammar items

What doesn't it entail?

Teaching a subject through a foreign language

Teaching new topics in a foreign language

Achieving subject-related outcomes (knowledge and skills)

Teaching English for fashion : the syllabus

- Specific topics (e.g. garments, tools, procedures, etc.)
- Careers in fashion (jobs, how to apply, etc.)
- Information on the media (blogs, sites, magazines, etc.)
- Historical facts (related to fashion)
- Information on fashion designers and brands
- Films and novels associated with fashion

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On the Web...



The Cultural Revolution of the 1960s



The 1970s: from Idealism to the Nihilistic Generation



Main Events in the Conservative 1980s



Main Events in Recent History

Types of texts

Receptive skills:
reading and listening
comprehension



03

LISTENING

Listen to the recording and fill in the gaps with the name of the outer garments mentioned. Choose among the following words given in scrambled order: poncho – anorak – windcheater – fur – cloak – shawl – fur fur – parka – raincoat.

OUTER GARMENTS

Jackets and coats are not the only outer garments that have been used to protect against cold temperatures and bad weather since old times.

A 1, typical South American garment, is a square piece of woollen fabric with an opening in the centre for the head, while a square or rectangular piece of cloth worn around the shoulders is a 2. Particularly expensive, a 3 is a coat or other garment made of animal skin with fur on it, and a 4 is its imitation. In rainy or windy weather you can wear a

..... 5, which is a light coat of waterproof material, or a 6, which is a waist-length jacket with a fitted waistband, usually waterproof, zipped or buttoned from waist to neck. An 7 is a hip-length and hooded garment, originally made of nylon, insulated, and zipped or buttoned from hip to neck. A 8 is a hooded garment similar to the anorak, but usually longer and more loosely cut. Finally the one with the oldest history, the 9, which is a loose garment without sleeves.

Artificial Fibres

Artificial fibres can come from pure cellulose (viscose, cupro, rayon, Lyocell, Tencel), from cellulose compounds (acetate, triacetate), from seaweeds (algine) or proteins. Cellulose is extracted from plants, especially trees.

Rayon was one of the first man-made fabrics to be developed. It is extracted from cellulose and is strong and absorbent. It drapes well and has a soft handle. There are different types of rayon, such as acetate rayon and viscose rayon; their names derive from the chemicals and process used.

Acetate is similar to silk in appearance but it does not have the same handle. It does not absorb moisture well, but it dries fast.

Lyocell is a cellulose fibre obtained by an organic solvent spinning process. It is strong, absorbent, wrinkle resistant, drapable, and it simulates silk, suede or leather touch.

Tencel is a strong fabric that drapes like silk, with a soft handle. It was developed to be the first environmentally friendly man-made fabric. It is made from sustainable wood plantations and the solvent used to extract it can be recycled.

Synthetic Fibres

The production of synthetic fibres started at the beginning of the 20th century with developments in the chemical industry, and the first polymeric chain of molecules to be made was the polymer **Nylon** or **Polyamide**.

This is a strong, lightweight fibre, but it melts easily at high temperatures. It has a smooth surface, which prevents dirt from clinging easily to it. **Lybra** is a form of nylon and was developed to use in lingerie, sportswear and swimwear.

Acrylic has the handle and the look of wool. It is non-allergenic but it melts easily under high temperatures.

Spandex is a super-stretch fibre which can be mixed with other fibres to give textiles a stretch quality so that a fabric retains its shape with wear. It can be made tight-fitting, it is especially suitable for performance sportswear, and it is used for bras and swimsuits.

Polyester is a strong, crease-resistant fibre which is environmentally-friendly as it can be melted down and recycled. It can also be made from plastic bottles. Synthetic fibres are often mixed with natural fibres to improve their qualities.

Example of activity

Discharge and Resist Printing

In **discharge printing** the fabric is firstly dyed and then printed with a chemical that destroys the colour in the designed areas. This approach is in decline these days.

With the **resist printing** technique a resist paste is imprinted on the fabric and then the fabric is dyed. The dye affects only the parts that are not covered by the resist paste. After dyeing, the resist paste is removed.

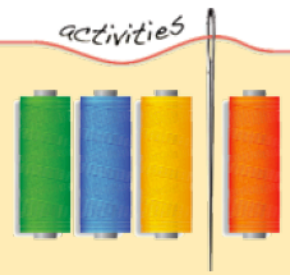
A design on a piece of cloth can also be obtained through **hand painting**, which is made directly on to the fabric by using brushes, sponges, and other tools.



COMPREHENSION CHECK

Fill in the table with information from the text.

PRINTING METHOD	TOOLS	HOW IT WORKS
Screen		
Block		
Roller		
Mono		
Heat-transfer		
Digital		



Types of tasks

Productive skills:

writing and speaking

integrated skills

Study skills: taking notes,
summarizing, etc.

WRITING

Imagine being a fashion designer, which colours would you find more suitable for each season and collection? Write a short text to discuss this topic.

RESEARCH WORK

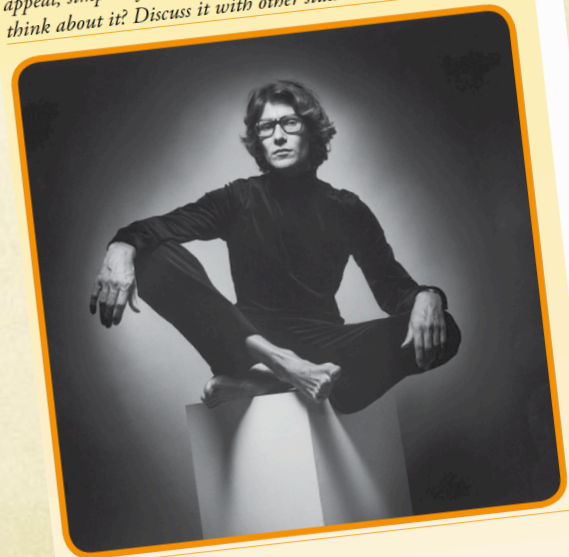
In groups, imagine you work for a small fashion company and you have to promote a new clothing line.

Complete a table in which you must specify:

- *the type of products of the line;*
- *the name of the line;*
- *the logo and the words chosen for the brand;*
- *at least two promotional ideas, describing them in at least 80 words each. You can choose among the ones written in the text or other ones (organizing shows, events, conferences, etc.).*

SPEAKING

The French fashion designer Yves Saint Laurent (1936-2008) once said: "I have often said that I wish I had invented blue jeans: the most spectacular, the most practical, the most relaxed and nonchalant. They have expression, modesty, sex appeal, simplicity – all I hope for in my clothes". What do you think about it? Discuss it with other students.



WRITING

Choose three pairs of trousers you particularly like and describe them according to their style and cut.

Characteristics of texts

Short texts, divided into paragraphs, with headings and subheadings, notes, keywords, and highlighted words

A pocket is a small bag-like receptacle added to clothes. It can be fastened to or inserted in the fabric. According to their style, pockets are divided into various types: stand pocket, flap pocket, welt or slit pocket, patch pocket, and bound pocket. These can be further classified into: regular dress, regular sport, inverted pleat, box pleat, classic, box pleat flap, classic flap, and so on. In considering the style, shape, position, and size of tailored pockets, it is important to know that they are governed more or less by prevailing styles at the time they are made, by the features of the garment in which they are to be placed, by the taste of the person that is to use them, and by their purpose.

Origins

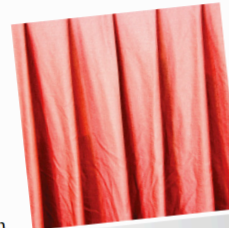
In the past, pockets were not sewn into the garments: they were small pouches that hung from the belt where people could carry valuables and coins. They were on the **outside of clothing**, therefore, for safety reasons, they were later moved inside their garments. The next step in the evolution of pockets was what we see today: a simple slit in the clothing, trousers, or skirts. This caused a revolution in the shape and angle of the opening in the purse and it was at that time that they began to be called 'pockets'. They became flat, made up of two pieces of cloth, but still attached to their own belt. The modern pocket dates back to the late 1700s, when pockets started to be sewn right to the trousers. From then on, people have put pockets in other places than the waist: on the knee, on the thigh, and at the chest.

Position and Function

The modern pocket has several uses and styles, and it can be found in almost every form and type of garment. Depending on their position and function, pockets can be:

- **breast pockets**, which are placed on the outer left-hand side of a jacket, they are for display and can contain a pocket-handkerchief;
- **inner breast pockets**, there are usually two of them inside a jacket;
- **ticket pockets**, small pockets inside the right-hand waist pocket of a jacket;
- **coin pockets**, small pockets inside the right-hand hip pocket on a pair of jeans;
- **cargo pockets**, large pockets on the thigh, usually on jeans and cargo trousers, with

ACCORDION FOLDS for increased capacity.



ACCORDION FOLDS resemble the bellows of an accordion. They are simple zig-zag folds with 6-panels (or more) and two parallel folds that go in opposite directions. Each panel of the accordion fold is about the same size.

art: dries 11

Vocabulary

Subject-specific
vocabulary (terms)

Focusing on collocations,
affixation, translations,
etc.

FILL IN THE GAPS

Use words from the two columns to make combinations and complete the sentences.

- 1 Kevin loves T-shirts. He never wears anything else: T-shirts in summer and ones in winter.
- 2 She has bought a nice wedding dress with short,
- 3 This top enhances my shoulders, but I prefer cap sleeves.
- 4 Janet is wearing her new blouse with an Oriental pattern and
- 5 Sleeves which are neither long nor short are said to be
- 6 Leg-of-mutton sleeves are both and: very large at the top and narrow at the forearm.

A	B
Long	sleeved
Short	less
Full	length
Sleeve	sleeve
Mid	fitting
Flared	
Loose	
Tight	

MATCHING

Match the words in the first column with their English equivalents.

- | | |
|--------------------------|-----------------------------------|
| 1 Bottoni piatti/a filo | A Jeans buttons |
| 2 Bottoni a due fori | B Press studs |
| 3 Bottoni a quattro fori | C Two-hole buttons |
| 4 Bottoni con gambo | D Four-hole buttons |
| 5 Bottoni da jeans | E Shank/shaft buttons |
| 6 Bottoni lavorati | F Flat/sew-through buttons |
| 7 Bottoni rivestiti | G Worked buttons |
| 8 Bottoni a pressione | H Fabric covered buttons |

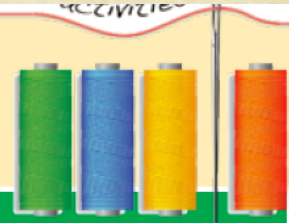
DEFINITIONS

Read the definitions and find the corresponding word in the text.

- 1 The projection on the back of a button
- 2 A handle, a rounded projection or a lump
- 3 A small circular band
- 4 Decorations, patterns that are sewn onto cloth using threads of various colours
- 5 Making clothes from wool or cotton by using a special thick needle with a hook at the end
- 6 Become or cause to become undone by separating the fibres and threads

COMPREHENSION CHECK

Fill in the table with information from the text.



CLOSURES AND FASTENERS	STRUCTURE	HOW THEY WORK	GARMENTS	TRANSLATION
Buckles				
Snaps	Two interlocking discs			
Straps		Sewn or fixed to the garment		
Velcro	One layer with hooks, the other with loops			
Zipper				
Hook-and-eye			Sportswear, trousers	Coulisse
Drawstrings				
Laces				
Frogs		They slip into loops		Alamari

The grammar of ESP

	Nome composto	Nome + nome	Aggettivo + nome	Verbo + preposizione	Tre parole
1	Safety pin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	Credit card	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	Follow-up	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	High heels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5	Machine-made stitch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6	Check-in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7	Sunglasses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8	Fancy-dress ball	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9	Traffic lights	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10	Warm-up	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11	Capri pants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12	Denim jacket	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13	Wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14	Mid-calf hemline	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15	Buttonhole stitch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16	Dry-cleaning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



5 Completa il brano utilizzando le seguenti forme passive: **is indicated - are worn - has been shown - can be sent - is declared - is worn.**

The Social Factor of Clothing

Every aspect of human physical appearance has related social elements, and clothing is no exception. A message indicating a person's social class, income, occupation, belief, and cultural identity

1 by wearing specific types of clothing. In many parts of the world the membership to a certain village or clan **2** by traditional costumes and ornaments.

One example is the Scottish kilt: the specific clan one belongs to **3** by the peculiar kind of tartan used. Hindu women show the fact that they are married with sindoor, a red powder on the parting of their hair; if widowed, simple white clothing **4**.

In parallel, in Western countries, rings **5** by men and women once they are married, and in small villages in some parts of Italy it is still possible to see old widowed women all dressed in black.

A form of dissent from cultural norms and mainstream beliefs **6** in the last decades by young people with their peculiar styles: from the leather jackets of the bikers in the 1950s to the hippies in the 1970s, from the 'Beatles' style in the 1960s to the tattoos and piercings of the present time.

A variety of topics

TONGS grasping devices consisting of two arms

ROLLERS cylinders of various material around which a strand of hair is wound to produce a soft curl or wave

MEDALLIONS large medals

STUDED provided with nailheads, knobs or metallic buttons

Punk Fashion

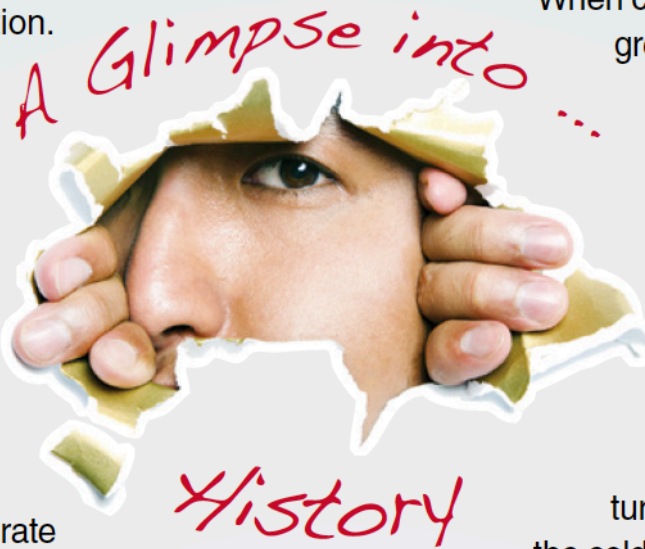
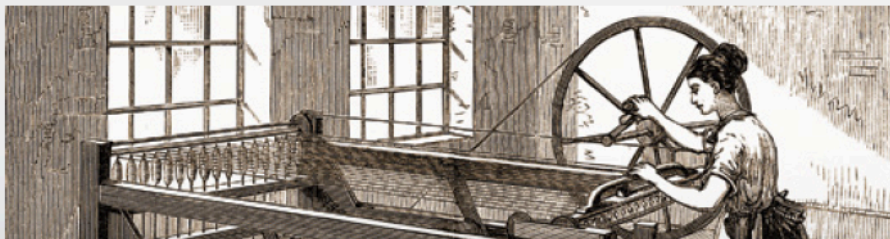
The punk movement was **anti-fashion** and **anarchic**. The clothes reflected people's limited cash due to unemployment and the general low income. Punks cut up old clothes, destroying the fabric in order to recreate garments designed to attract attention. They wore **STUDED** leather jackets and outrageous t-shirts. Trousers were torn, revealing dirty legs. Safety pins and chains held bits of fabric together. The shoes punks chose were Dr Martens boots, not seen on many young women until then. Bodies were pierced in unusual parts such as eyebrows, cheeks, or lips. Extreme body piercing was deliberately intended to go against the conventions of society. Punk hair was spiked as high as possible and it was often coloured green or pink, and areas of the scalp might be shaved.

The Spinning Jenny

Hostility from the Workers

The textile industry was one of the first sectors that benefited from the developments and the changes introduced by the Industrial Revolution.

At the end of the 18th century Britain changed from a nation of farmers and rural craftsmen to an industrial nation made up of people who worked with and maintained machines, like the ones employed in the cotton and woollen industry. The **Spinning Jenny** was invented by a man called James Hargreaves who in 1764 was working as a weaver and carpenter in Standhill, Lancashire. Despite being illiterate he knew there was a problem producing sufficient thread for weavers. He began to consider the design for a machine that would increase the output of thread by increasing the number of spindles able to be operated by a single wheel. A traditional spinning wheel produced thread on a single spindle. Instead, Hargreaves' invention had eight spindles and eventually included up to 120 spindles.



When cloth workers discovered that James Hargreaves was building such a machine, they broke into his house and destroyed the machine because they were afraid of losing their jobs. As a matter of fact it was very hard for these families in rural England to survive. Land that was previously used to raise crops for families was now enclosed. Because of the changes to agricultural machines and systems, fewer agricultural labourers were needed. In addition, in the cold winter months, when it was not possible to work the land, entire families turned to the textile trade to earn money from their cottages. Hargreaves' Spinning Jenny was therefore a potential danger for these families, but Hargreaves continued with his work.

The Spinning Jenny was a small machine and cheap to construct. Both of these factors were important if it was going to be used in the domestic system, i.e. the cottage industry. It was also light enough to be used by a woman or child. The Spinning Jenny's limitation was that the thread it produced was coarse and lacked a certain degree of strength, making it suitable only for weft, the threads woven across the warp. In 1770 Hargreaves patented his Spinning



A Contemporary Phenomenon: Ethical Fashion

COMMITTED dedicated

LIVELIHOODS means of supporting one's existence

CROP the produce of cultivated plants

WAGE payment in return for work

SWAPPING exchanging one thing for another

Contemporary fashion is experiencing great changes as far as environmental **SUSTAINABILITY** and social responsibility are concerned. A very important sector of the fashion industry is what is called ethical fashion. There is a new generation of designers who are **COMMITTED** to creating beautiful, quality garments while maintaining high levels of social and environmental awareness. The basic aims of ethical fashion are to reduce poverty, create sustainable **LIVELIHOODS** for garment workers and reduce the impact of the industry on the environment. The key areas of ethical fashion are the following.

- **Organic materials**, which means using textiles fabricated with the environment in mind and paying attention to how the textile **CROP** is grown. Hemp blends, soy/cotton blends, and bamboo viscose/cotton blends are just examples.
- **Fair trade**, including child labour policies, fair **WAGE**, gender issues, transparency.
- **Recycling**, with the main purpose of reducing the amount of clothes that are regularly thrown away and promoting sharing and **SWAPPING** clothes.
- **Re-designing and vintage**, which is turning an old garment into a new creative outfit while celebrating past designs.
- **Technologies**, when science meets fashion, producing materials that are kinder to the environment.

It is important to understand that it is possible to find a way to manage a lifestyle change without losing what we enjoy about design. If shopping on the high street is essential for us, several high street shops are already making changes: **TOPSHOP**'s main store in London has a number of ethical fashion labels, **H&M**, **M&S** and many others are carrying a few organic lines. Moreover there are websites promoting ethical fashion brands and stores by informing consumers of their options and indicating where ethical fashion products can be found. We can be environmentally and socially conscious while looking good and being stylish at the same time.





Coco Chanel



Gabrielle Bonheur (Coco) Chanel was born in 1883 and had an unhappy childhood. Her mother died when she was young and her father had to work hard to raise his six children. She had already acquired some experience in dressmaking and millinery when she opened her hat shop in Paris in 1910. Her first boutiques in Deauville and Biarritz sold hats, simple loose blouses, and chemises. Her clothes were lighter, with fewer linings and designed to be worn without corsets. She also began to make garments from jersey (previously used only for underwear) and a specially woven knit called 'kasha'. In 1918, she produced cardigans and twinsets. Coco Chanel introduced simple line-sweaters, adapted from men's sweaters, which were worn with plain, straight skirts. In 1920 she introduced wide-legged trousers, which were followed by wide, beach pyjamas. She adapted clothes from menswear and made belted raincoats, plain open-neck shirts, blazers, trousers, and soft **BERETS**.

She introduced one fashion after another: **tweed skirts** with sweaters and strings of pearls or with **collarless cardigan-jackets** which were braid-trimmed and accessorized with patch pockets; sailors' pea jackets and raincoats made fashionable; calf-length, pleated skirts worn with waist or hip-length belts; straight chemise dresses with round, straight or boat necklines; **little black dresses**; and oversized flat black bows, gilt buttons on blazers, sling-back sandals, and **handbags with gilt chains**.

BERETS round, closefitting,
brimless caps

Thinking about the future

Writing a Curriculum Vitae

Writing a Curriculum Vitae, or **CV**, is the first important step when you are looking for a job. The CV is a list of your personal details, **educational history**, **qualifications**, **work experience** and **training**, **skills**, and **interests**: in short, the story of your life from a professional point of view. The CV should be written in a very precise way with no relevant detail omitted, since it is often the first contact between a candidate and an employer.

THE EUROPEAN FORMAT

As many different CV formats are available and used by people in various countries, the **Europass CV** has been developed so that there is a standard CV format people can use to detail their qualifications and skills in a straightforward and understandable manner. Europass was established in

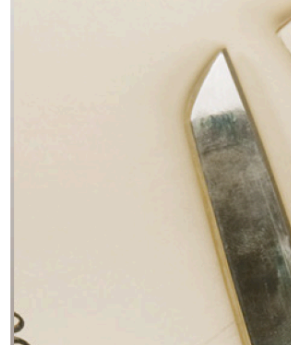
Information such as age, gender, language skills, years of work experience, nationality, and country of reference are collected and kept for statistical purposes, ensuring anonymity. The eight steps can be completed in any order. Avoid underlining or writing whole sentences in capital letters or bold characters: it makes the document harder to read.

THE FIVE EUROPASS PRINCIPLES

Europass gives five basic principles for writing a good CV.

1 Concentrate on the essentials

- A CV must be brief: in most cases one to two pages are sufficient. In any event, do not exceed three pages.
- If your work experience is limited, describe your education and training first; highlight work placements dur-



Thank you !

