BREVET DE TECHNICIEN SUPÉRIEUR
BTS TERTIAIRES

E2 – U22 : LANGUE VIVANTE ÉCRITE LV B

ANGLAIS

SESSION 2024

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Spécialités	Dictionnaire		Durée	Coeff.
	Bilingue	Unilingue		
Management en hôtellerie restauration (toutes options)		X	2 h	1
Support à l'action managériale		X	2 h	0,5

Tout autre document ou matériel est interdit.

Dès que le sujet vous est remis, assurez-vous qu'il est complet.
Le sujet se compose de 3 pages, numérotées de 1 à 3.

The young workers dressing to stand out

Monica Sallay doesn't wear your average business casual clothing at the office. Instead, the 31-year-old software marketing manager has become well-known for her love of rare vintage fashion at the large tech firm where she works in Indianapolis, US. Her outfits are a far cry from the average plain T-shirt and jeans she sees among her colleagues, and she says her bold style has become a great talking point with them.

"Having that opportunity to break down walls with people across different teams [by talking about my outfits] is pretty awesome," she says. "The company I work for is pretty large, and ever since I've been here, my notoriety has been extended through my fashion and what I wear. Being around people who might not know as much about these designers, and catching their eye, has always been an icebreaker."

Sallay is not the only person pushing back against traditional office wear conventions, with many showing off their unconventional office attire[1] on social media. […]

"Across the board, across all employees, there's a trend toward less formal clothing," says Lynne Hugill, a principal lecturer in sustainable fashion at Teesside University, UK. But for younger people in particular, "they're using their office outfits to be able to express themselves." That's particularly important to this generation, she says, as they've grown up on social media, where image and clothing has become an integral part of their identity and how they present themselves to the world.

Daisy Reed is one example. She wants to feel comfortable and inject a little of her identity into when she chooses what to wear to her London office. The 25-year-old social media manager at SheerLuxe, a lifestyle magazine, opts for outfits that she says blend[2] weekend wear with workwear. […]

That's because the pandemic has created a more agile way of working, says Hugill. "After the pandemic, we've all become a bit more flexible, with many people used to working at home and opting for more comfortable, less formal clothing." These same flexible working patterns have also created interest in fashion that can transition seamlessly from one thing to another, she adds, working just as well in the office as it does for grabbing a coffee with friends, or heading to a yoga class.

In addition to comfort and convenience, Sallay and Reed both say standing out at work gives them confidence. "The more you lean into being your true self at work, the more seriously you'll be taken in the office," says Reed. "It's important not to follow the crowd."

Of course, even as workwear has changed, not every new style is appropriate, says Hugill. Yet, even in more traditional or corporate work settings, many HR teams are becoming more relaxed when it comes to policing strict dress codes post-pandemic. She says they're recognising the benefits of people feeling more relaxed at work. "There's also cost-of-living crisis, which means people are also struggling, and need their clothing to work for different aspects of their lives. So, I think HR teams know they need to keep people happy.

Megan Tatum, *www.bbc.com*, 11th May 2023

[1] attire : clothes and accessories
[2] blend : mix

TRAVAIL À FAIRE PAR LE CANDIDAT

I – COMPRÉHENSION (10 points)

Vous rédigerez **en français** un compte-rendu de ce texte en 200 mots (+/- 10%) en faisant ressortir les idées essentielles de façon organisée. Vous indiquerez le nombre de mots utilisés.

II – EXPRESSION (10 points)

Vous rédigerez **en anglais** le courriel suivant.
Vous êtes Hal Tucson (htucson@wyattinc.com) et travaillez au service RH de l'entreprise Wyatt Inc. Vous avez constaté qu'un certain nombre de salariés ne s'habillent pas correctement depuis quelques mois. Votre manager vous confie la tâche de rédiger un courriel qui sera adressé à l'ensemble du personnel (mailinglist@wyattinc.com) en prenant en compte les points suivants :

- vous faites part du problème constaté et donnez des exemples de tenues non appropriées au travail (sweat à capuche, short…) ;
- vous rappelez la nécessité de porter des tenues décentes et professionnelles ;
- vous insistez sur l'image que vous donnez de l'entreprise et de vous-même ;
- vous proposez une journée à thème une fois par mois, qui permettra aux employés de montrer leur créativité et personnalité dans le choix de la tenue.

Présentation d'usage et formules de politesse. Ne mentionnez pas votre nom et ne signez pas.