

**CAREER  
PATHS**



# MUSEUM

## MANAGEMENT & CURATORSHIP



Allison Pierce - Jenny Dooley

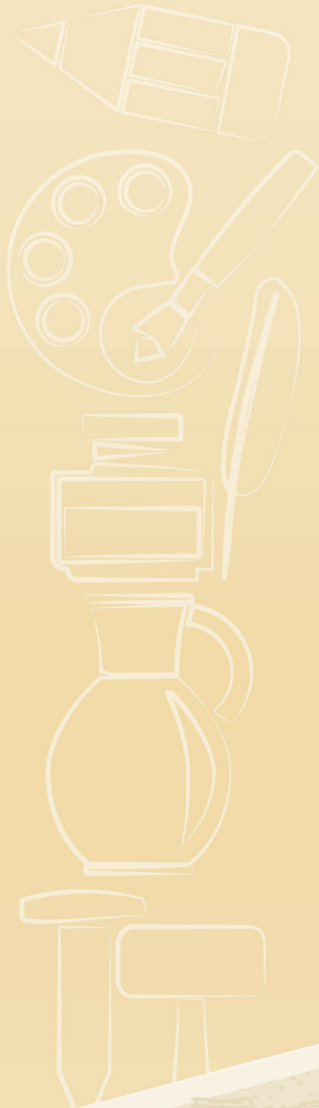
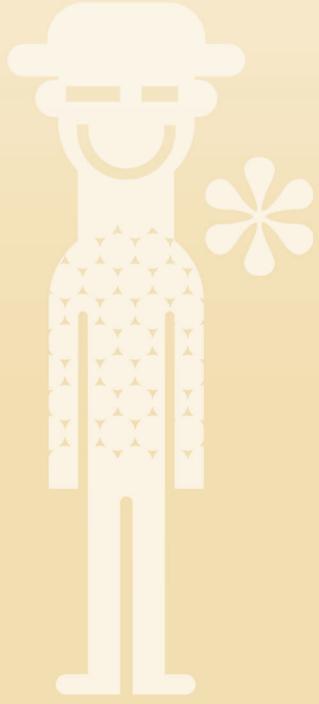


Express Publishing

**CAREER  
PATHS**

# MUSEUM

**MANAGEMENT & CURATORSHIP**



Allison Pierce - Jenny Dooley

Book

1

Allison Pierce  
Jenny Dooley



**Express Publishing**

## Scope and Sequence

Unit	Topic	Reading context	Vocabulary	Function
1	Parts of a Museum 1	Pamphlet	auditorium, exhibition, gallery, hall, information booth, lobby, museum, theater, wing	Giving directions
2	Parts of a Museum 2	To-do list	elevator, emergency exit, entrance, exit, floor, gift shop, level, parking garage, parking lot, restroom, stairwell	Talking about progress
3	Types of Museums	Webpage	art museum, botanic garden, historic house, history museum, living history museum, maritime museum, military museum, open-air museum, science museum, specialized museum, zoo	Making suggestions
4	Museum Employees	Job postings	board, cashier, conservator, curator, employee, guide, museum director, museum manager, security officer, staff	Describing previous experience
5	Visitors	Notice	adult, artist, child, critic, guest, minor, parent, student, tourist, visitor	Making a realization
6	Museum Events	Webpage	after-hours, class visit, exhibit, host, special event, talk, tour, unveiling, workshop	Asking about progress
7	Daily Operations	Job description	admit, announcement, clean, clear out, close, guide, open, pass, purchase, ticket	Making an offer
8	Plant Materials	Pamphlet	beam, clothing, husk, leaf, log, papyrus, seed, textile, timber, wood	Describing purpose
9	Animal Materials 1	Information sheet	biofact, bone, dead, extinct, footprint, living, remains, skeleton, tooth, tusk	Expressing astonishment
10	Animal Materials 2	Pamphlet	egg, feather, hide, ivory, leather, molt, shell, snakeskin, stuffed, taxidermy	Expressing misconception
11	Inorganic Materials	Handout	bronze, clay, fossil, inorganic, iron, meteorite, ore, precious metal, rock, stone	Describing location
12	Manmade Items	Museum Ad	fashion, jewelry, makeshift, photography, pottery, sarcophagus, tool, vase, video	Discussing order of events
13	Art 1	Announcement	aesthetic, classical, conceptual art, decorative, fine art, folk art, modern, movement, period, style	Asking for an opinion
14	Art 2	Newspaper review	calligraphy, drawing, marble, mosaic, oil, painting, piece, print, sculpture, watercolor	Disagreeing with an opinion
15	Heritage and Culture	Magazine article	artifact, connect, culture, heritage, history, identify, identify with, past, present, preserve	Giving an opinion

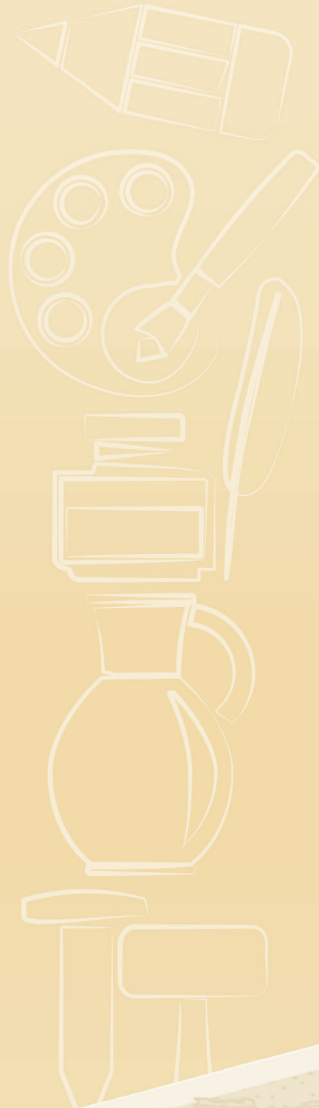
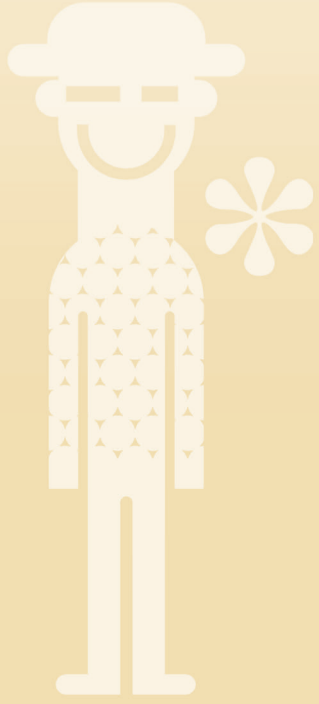
# Table of Contents

<b>Unit 1 – Parts of a Museum 1</b> .....	4
<b>Unit 2 – Parts of a Museum 2</b> .....	6
<b>Unit 3 – Types of Museums</b> .....	8
<b>Unit 4 – Museum Employees</b> .....	10
<b>Unit 5 – Visitors</b> .....	12
<b>Unit 6 – Museum Events</b> .....	14
<b>Unit 7 – Daily Operations</b> .....	16
<b>Unit 8 – Plant Materials</b> .....	18
<b>Unit 9 – Animal Materials 1</b> .....	20
<b>Unit 10 – Animal Materials 2</b> .....	22
<b>Unit 11 – Inorganic Materials</b> .....	24
<b>Unit 12 – Manmade Items</b> .....	26
<b>Unit 13 – Art 1</b> .....	28
<b>Unit 14 – Art 2</b> .....	30
<b>Unit 15 – Heritage and Culture</b> .....	32
<b>Glossary</b> .....	34

**CAREER  
PATHS**

# MUSEUM

## MANAGEMENT & CURATORSHIP



Allison Pierce - Jenny Dooley

Book  
**2**

Allison Pierce  
Jenny Dooley



**Express Publishing**

## Scope and Sequence

Unit	Topic	Reading context	Vocabulary	Function
1	Storage	Email	adjustable shelving, documentation system, in store, movement, overcrowding, racking system, reserve collection, roller system, secure, space, storage, storage container, sufficient	Agreeing with an opinion
2	Camera Systems	Email	CCTV, digital video recorder, encrypted, monitor, night vision, remote viewing, resolution, rotating camera, surveillance, video camera, video tape, wireless	Listing benefits
3	Fire Systems	Email	activation temperature, active fire prevention, chemical agent, deluge system, dry pipe system, fire alarm, fire extinguisher, fire sprinkler, fire-suppression system, foam water sprinkler system, smoke detector, water damage, wet pipe system	Discussing requirements
4	Physical Barriers	Memo	barricade, disabled, distance, glass enclosure, obstruct, post, prevent, retractable belt post, rope, rope off, separate, touch, view, wheelchair access	Making suggestions
5	Communications	Handbook	annual report, communications, email, handbook, newsletter, project presentation, staff circular, staff meeting, team briefing, up-to-date	Assigning tasks
6	Medical Emergencies	Handout	abrasion, ambulance, bandage, bleeding, CPR, emergency, first aid, fracture, laceration, medical, paramedic, respiratory, splint, treatment	Asking about health
7	Security Officer Tools	Handbook	badge, bulletproof, firearm, flashlight, handcuffs, ID, keycard, locker, sunglasses, vest, walkie-talkie	Asking about location
8	Vandalism	Memo	controversial, cut, damage, deface, destroy, flammable, knife, paint, prohibited, protect, risk, threat, vandalism, vandalize	Reacting to bad news
9	Theft	Newspaper article	activate, alarm, armed, black market, break in, deactivate, police response, steal, theft, thief, trigger, value	Giving news
10	Environmental Control	Handbook	control, discolor, environment, exposure, fade, heat, humidity, light, lux, moisture, relative humidity, temperature, ultraviolet light, ventilation	Expressing disbelief
11	Pest Control	Email	clean, eradicate, fumigate, fungus, insect, insecticide, mold, mouse, pest, rat, rodent, termite, trap	Asking for an opinion
12	Emergency Response	Journal article	damage assessment, disaster, disaster box, disaster reaction team, earthquake, emergency, fire, flood, prevention, reaction time, removal	Agreeing
13	Presentation 1	Email	catalog, exhibition guide, font, illustration, interpretive panel, lettering, object label, presentation, subtitle, text, worksheet	Expressing possibility
14	Presentation 2	Textbook passage	diorama, display, model, people-mover, reconstructed building, replica, room settings, tableau, three-dimensional	Asking for clarification
15	Presentation 3	Magazine article	actor, audio guide, audio-visual, demonstration, guided tour, headset, historic clothes, interactive exhibit, manual device, receiver, re-enactment, touchscreen	Asking for assistance

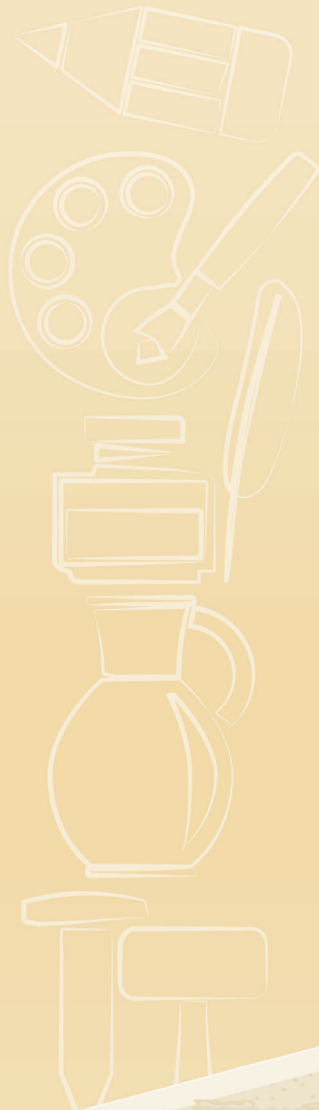
# Table of Contents

<b>Unit 1 – Storage</b> .....	4
<b>Unit 2 – Camera Systems</b> .....	6
<b>Unit 3 – Fire Systems</b> .....	8
<b>Unit 4 – Physical Barriers</b> .....	10
<b>Unit 5 – Communications</b> .....	12
<b>Unit 6 – Medical Emergencies</b> .....	14
<b>Unit 7 – Security Officer Tools</b> .....	16
<b>Unit 8 – Vandalism</b> .....	18
<b>Unit 9 – Theft</b> .....	20
<b>Unit 10 – Environmental Control</b> .....	22
<b>Unit 11 – Pest Control</b> .....	24
<b>Unit 12 – Emergency Response</b> .....	26
<b>Unit 13 – Presentation 1</b> .....	28
<b>Unit 14 – Presentation 2</b> .....	30
<b>Unit 15 – Presentation 3</b> .....	32
<b>Glossary</b> .....	34

**CAREER  
PATHS**

# MUSEUM

**MANAGEMENT & CURATORSHIP**



Allison Pierce - Jenny Dooley

Book  
**3**

Allison Pierce  
Jenny Dooley



**Express Publishing**



## Scope and Sequence

Unit	Topic	Reading context	Vocabulary	Function
1	Famous Museums	Webpage	British Museum, Egyptian Museum, Guggenheim Museum, Hermitage Museum, Louvre, MoMA (Museum of Modern Art, National Palace Museum, Prado Museum, Tate Modern, The Met, Tokyo National Museum, Uffizi Gallery, Vatican Museums	Expressing uncertainty
2	Museum Programs	Advertisement	art festival, craft exhibition, dance performance, dramatic performance, fair, family workshop, guided walk, hospital visiting program, map reading, oral history, training event	Expressing certainty
3	Museum Experience	Report	appearance, atmosphere, dwell-time, feel, flow, furnish, mood, pacing, pattern, vary, welcoming	Asking for an opinion
4	New Media	Magazine article	access, audience, blog, digital, DVD, expand, global, media, online, photo archive, target, technology, virtual tour	Making a suggestion
5	Conservation and Restoration	Textbook passage	condition, deteriorate, devalue, mishandle, original, over-restore, preventative conservation, remedial conservation, repair, restoration, risk, stable, state	Asking for a suggestion
6	Documentation	Handbook	accession number, accessions register, accessioning, catalog, documentation, entry, entry form, exit documentation, identity number, indexing, movement control, retrieval, transfer of title form	Apologizing
7	Marketing	Webpage	brand, demographic, educational background, frequency, gender, income, market, market analysis, market penetration, market research, market segment, market segmentation, occupation	Asking for clarification
8	Financial Management	Memo	capital expenditure, capital funds, cash flow projection, equipment, finances, fixed cost, maintenance, operating budget, operating expenditure, raise, salary, variable cost	Giving bad news
9	Income	Email	admission charge, assets, award, discount, fundraising, grant, licensing, mark-up, merchandising, museum catering, museum shop, restaurant, retail	Expressing preference
10	Insurance	Letter	contingency, coverage, damage, injury, insurance, insurance broker, insure, invaluable, irreplaceable, liability, loss, premium, protection, provider	Giving an opinion
11	Signage	Pamphlet	arrow, color code, international, ladies room, local, map, men's room, route, silhouette, symbol, universally	Asking for directions
12	Art History	Museum guide	Abstract Expressionism, Art Deco, Cubism, Impressionism, Modernism, movement, Neoclassical, Photorealism, Pop Art, Post-Modernism, Romanticism, Surrealism	Making a recommendation
13	Building Collections	Webpage	acquire, addition, bequeath, build up, collection, donation, donor, exchange, field-collecting, loan, private collection, purchase	Asking about preference
14	Collection Disposal	Textbook excerpt	cause, collecting policy, decay, dispose of, fake, forgery, government, remove, return, sale, surrender, trade, violate	Expressing surprise
15	Repatriation	Magazine article	cooperate, country of origin, cultural object, export, government, illegal, intervene, legal action, political, repatriation, restitution, sacred, stolen	Discussing possibilities

# Table of Contents

<b>Unit 1 – Famous Museums</b> .....	4
<b>Unit 2 – Museum Programs</b> .....	6
<b>Unit 3 –Museum Experience</b> .....	8
<b>Unit 4 – New Media</b> .....	10
<b>Unit 5 – Conservation and Restoration</b> .....	12
<b>Unit 6 – Documentation</b> .....	14
<b>Unit 7 – Marketing</b> .....	16
<b>Unit 8 – Financial Management.</b> .....	18
<b>Unit 9 – Income</b> .....	20
<b>Unit 10 – Insurance</b> .....	22
<b>Unit 11 – Signage</b> .....	24
<b>Unit 12 – Art History.</b> .....	26
<b>Unit 13 – Building Collections</b> .....	28
<b>Unit 14 – Collection Disposal.</b> .....	30
<b>Unit 15 – Repatriation</b> .....	32
<b>Glossary</b> .....	34

# 3 Museum Experience

## Get ready!

1 Before you read the passage, talk about these questions.

- 1 What factors affect a visitor's museum experience?
- 2 What do you need in order to have a good museum experience?



## Sculpture Museum | Report

This report was commissioned with the goal of increasing visitor traffic. Our experts have identified some ways to make that happen. They have considered what currently works well and what needs to change.

### Report Summary

#### Positives

- The museum entrance is easy to locate.
- The **atmosphere** is **welcoming**.
- Lines to purchase tickets move quickly.
- Overall, the **appearance** of the museum is satisfactory. Rooms are clean and free of dust.
- There are sufficient bathroom facilities.
- We studied visitor **dwell-time**. The average visitor studies each sculpture for three seconds. This is standard for museums. Please note that dwell-time does not reflect the quality of visitor experience.
- This report includes statistics gained from visitor surveys. The vast majority rate the museum's **feel** and **mood** as 'excellent.'

#### Negatives

- The biggest issue is **pacing**. Visitors are experiencing 'museum fatigue.' We looked at visitor **flow patterns**. Halfway through the museum they start to hurry. Their focus shifts to the exit rather than to the exhibits. The attention span of museum visitors **varies** widely. However, this seemed to be a common problem, which should be addressed. We recommend **furnishing** the rooms differently. Visitors need significantly more benches and resting places. This would improve visitor experience.

## Reading

2 Read the report. Then, mark the following statements as true (T) or false (F).

- 1 \_\_\_ The museum needs to change its unwelcoming atmosphere.
- 2 \_\_\_ Visitors look at an exhibit for an average of three seconds.
- 3 \_\_\_ Visitors get tired of the museum around the halfway point.

## Vocabulary

3 Read the sentence pairs. Choose the sentence that uses the underlined part correctly.

- 1 **A** The ticket vendor was grumpy and welcoming.  
**B** When lighting varies, it changes.
- 2 **A** The museum worker's appearance was neat and professional.  
**B** The woman furnished the space by loading furniture onto a truck.
- 3 **A** The dwell-time in the science museum was outdated and dusty.  
**B** The museum had a good work atmosphere and the employees were content.
- 4 **A** Visitors tended to follow a certain flow pattern.  
**B** The feel moved slowly and it took a long time to buy tickets.

- 4 Fill in the blanks with the correct words from the word bank.

**Word** BANK

dwell-time    feel    flow    furnish  
mood    pacing    welcoming

- 1 The \_\_\_\_\_ was good and the exhibits held the visitors' attention.
- 2 The art lovers had a longer than average \_\_\_\_\_ in front of the paintings.
- 3 The interior designer's job was to \_\_\_\_\_ the museum.
- 4 The sculpture garden had a relaxed \_\_\_\_\_.
- 5 People working at the information booth need to be pleasant and \_\_\_\_\_.
- 6 A steady \_\_\_\_\_ of visitors entered the Native American museum.
- 7 The director was in a happy \_\_\_\_\_ because museum attendance was up.

- 5 Listen and read the report again. What does the report conclude about the museum's appearance?

**Listening**

- 6 Listen to a conversation between a museum director and a manager. Choose the correct answers.

- 1 What is the purpose of the conversation?
  - A to discuss the expert's experience
  - B to review the report's findings
  - C to decide whether to sell furniture
  - D to describe the museum's mood
- 2 What will the man most likely do next?
  - A display the contemporary artwork
  - B research furniture for the museum
  - C present the woman with options
  - D change the museum's pacing



- 7 Listen again and complete the conversation.

**Director:** Have you 1 \_\_\_\_\_ to read the museum experience report?

**Manager:** Yes, I have.

**Director:** What's your opinion on the 2 \_\_\_\_\_ ?

**Manager:** Overall, I found them interesting. I suspected that visitors were 3 \_\_\_\_\_ .

**Director:** Yes, I believe we've 4 \_\_\_\_\_ before.

**Manager:** That's true. It's why we changed the positioning of some of the sculptures last year.

**Director:** We may want to keep 5 \_\_\_\_\_ sculpture position. We clearly haven't got the pacing right yet.

**Manager:** Are you 6 \_\_\_\_\_ the recommendations regarding extra furniture?

**Speaking**

- 8 With a partner, act out the roles below based on Task 7. Then, switch roles.

**USE LANGUAGE SUCH AS:**

*What's your opinion ...? / Overall, I found ...  
We clearly haven't ...*

**Student A:** You are a museum director. Talk to Student B about:

- the report
- museum fatigue
- furniture

**Student B:** You are a manager. Talk to Student A about the experts' findings.

**Writing**

- 9 Use the report and the conversation from Task 8 to write a review of a museum for a travel website. Include information about the museum's appearance, the atmosphere, and your thoughts on pacing.

**CAREER  
PATHS**

## **MUSEUM** MANAGEMENT & CURATORSHIP

**Career Paths: Museum Management & Curatorship** is a new educational resource for museum professionals who want to improve their English communication in a work environment. Incorporating career-specific vocabulary and contexts, each unit offers step-by-step instruction that immerses students in the four key language components: reading, listening, speaking, and writing. **Career Paths: Museum Management & Curatorship** addresses topics including parts of a museum, types of visitors, presentation, conservation, and art history.

The series is organized into three levels of difficulty and offers over 400 vocabulary terms and phrases. Every unit includes a test of reading comprehension, vocabulary, and listening skills, and leads students through written and oral production.

### **Included Features:**

- A variety of realistic reading passages
- Career-specific dialogues
- 45 reading and listening comprehension checks
- Over 400 vocabulary terms and phrases
- Guided speaking and writing exercises
- Complete glossary of terms and phrases

The **Teacher's Guide** contains detailed lesson plans, a full answer key and audio scripts.

The **audio CDs** contain all recorded material.

**Allison Pierce** is the operations manager of a Boston-area art museum. She coordinates employee training, security procedures, maintenance, and event logistics.



The **Digital** version of the book contains subject specific videos, instant feedback on all tasks and progress monitoring reports.



**Express Publishing**

ISBN 978-1-4715-7203-6



9 781471 572036