

Baccalauréat Technologique

Session 2014

ANGLAIS

LANGUE VIVANTE 1

STI2D, STD2A, STL, ST2S – Durée de l'épreuve : 2 heures – coefficient : 2

STMG – Durée de l'épreuve : 2 heures – coefficient : 3

L'usage de la calculatrice électronique et du dictionnaire est interdit.

Dès que ce sujet vous est remis, assurez-vous qu'il est complet.
Ce sujet comporte 5 pages numérotées de 1/5 à 5/5.

Répartition des points

Compréhension de l'écrit	10 points
Expression écrite	10 points

Document 1

Pupils under pressure to buy brands

Children who cannot afford to buy the latest brands and fashions face bullying and ridicule by their peers⁽¹⁾, teachers warned yesterday.

Research from the teaching union, the Association of Teachers and Lecturers, says children are under heavy pressure to buy certain brands and products to fit in with their peer group.

Almost half of the teachers questioned in the research said young people who cannot afford the fashionable items owned by their friends have been isolated or bullied as a result. The research also warned of a "significant" rise in the influence of advertising and marketing on children.

Dr Mary Bousted, ATL general secretary said: "Children feel under immense pressure to look right and having the key brands is part of that". [...]

"Advertising and marketing have made our society increasingly image-conscious and our children are suffering the consequences. Schools and colleges should be places where all children feel equal, but it is virtually impossible for schools to protect their pupils from the harsher aspects of these commercial influences," Dr Bousted said.

The poll found more than eight in 10 teachers (85% of those questioned) believe possession of fashionable goods is important to their pupils, with 93% saying brands are the top influence on what children buy, followed by friends and logos.

Almost all of the teachers questioned said they believe advertising directly targets children and young people.

Andy Cranham, a teacher at City of Bristol College said: "The need to belong in groups is paramount⁽²⁾ to young learners and exclusion is something they see as the end of the world".

Natasha Gilbert, *theguardian.com*, Monday 11 August 2008

(1) their peers = the other pupils at school

(2) paramount = very important

Document 2

Dopamine is one of the most addictive substances known to man - and purchasing decisions are driven in some part by its seductive effects.

When you see that shiny digital camera, or those flashy diamond earrings, for example, dopamine subtly flushes⁽¹⁾ your brain with pleasure, then wham⁽²⁾, before you know it, you've signed the credit card receipt (researchers generally agree that it takes as little as 2.5 seconds to make a purchasing⁽³⁾ decision).

A few minutes later, as you exit the store, bag in hand, the euphoric feelings caused by the dopamine recede⁽⁴⁾, and all of a sudden you wonder whether you'll really ever use that damn camera or wear those earrings. Sound familiar?

10 Surely we've all heard the term "retail⁽⁵⁾ therapy". And as we all know, whether our vice is shoes, CDs, or electronics, shopping can be addictive. If nothing else, shopping [...] has become an enormous part of what we do in our spare time. But does it actually make us happier?

15 All scientific indicators point to yes – at least in the very short term. And that dose of happiness can be attributed to dopamine, the brain's flush of reward, pleasure and well-being. When we first decide to buy something, the brain cells that release dopamine secrete a burst of good feeling, and this dopamine rush fuels our instinct to keep shopping even when our rational minds tell us we've had enough.

20 As Professor David Laibson, an economist at Harvard University, puts it, "Our emotional brain wants to max out the credit card, even though our logical brain knows we should save⁽⁶⁾ for retirement".

Martin LINDSTROM, *BUY. OLOGY*, 2008

(1) flushes your brain with pleasure = brings pleasure to your brain

(2) wham = bang

(3) to purchase = to buy

(4) to recede = to diminish

(5) retail = shopping

(6) to save = to save money

NOTE AUX CANDIDATS

Les candidats traiteront les exercices sur la copie qui leur sera fournie et veilleront :
- à respecter l'ordre des questions et à reporter la numérotation sur la copie (numéro de l'exercice et, le cas échéant, la lettre repère ; ex. : I – A - 1, II – B - 3, etc.) ;
- à faire suivre les citations demandées du numéro de ligne dans le texte.

COMPREHENSION DE L'ECRIT (10 points)

Document 1

1) Choose the right answer.

a) What sort of pupils are ridiculed?

- a- intellectuals
- b- fashion victims
- c- pupils who don't have the money to buy brands

b) Who identified this phenomenon as a problem?

- a- teachers
- b- a group of pupils
- c- Natasha Gilbert

2) True or false? Justify your answers by quoting from the text.

- a- Schools can protect all pupils from marketing.
- b- Most schoolchildren want to be like everybody else.

3) a) According to the journalist, what factors incite pupils to buy certain products? (give 2 different elements).

b) What are the consequences for the pupils who don't conform?

Document 2

4) Choose the right answer.

Dopamine

- a- makes us want to buy more
- b- makes us want to buy less
- c- makes us depressed

5) True or false? Justify your answers by quoting from the text.

- a- It takes shoppers a long time to make up their minds.
- b- Shoppers soon regret their purchasing decisions.
- c- Some shoppers can't help buying.
- d- Buying has become a hobby for many people.
- e- The pleasure derived from buying is long-lasting.
- f- Buying causes a conflict between our heart and our head.

6) a) Who or what do the following words refer to?

- a- (line 2) its
- b- (line 7) you
- c- (line 12) it
- d- (line 16) we

Documents 1 and 2

7) What subject do the two texts have in common? Choose the right answer.

- a- victimisation
- b- drug addiction
- c- factors influencing purchases
- d- clothes

8) Which sentence best describes the differences between the two texts?

- a- one is about social influences, the other is about biological factors.
- b- one is about school, the other is about drug addiction.
- c- one is about the role of teachers, the other is about shopping therapy.

EXPRESSION ECRITE (10 points)

Choose ONE of the two following subjects (about 200 words):

- 1) Imagine a conversation between two pupils. One wants to convince the other that he/she gives too much importance to other people's opinions. Write the conversation.
- 2) What influences our shopping choices?