

BACCALAURÉAT GÉNÉRAL

ANGLAIS

Langue vivante 2

Séries L, ES et S

Séries ES - S : durée : 2 heures - Coefficient : 2

Série L : durée : 3 heures - Coefficient : 4

Langue vivante 2 approfondie : Série L

Durée : 3 heures - Coefficient : 4

ATTENTION

Le candidat choisira le questionnaire correspondant à sa série :

Séries ES-S : questionnaire pages 4/7 et 5/7

Série L et Langue Vivante Approfondie : questionnaire pages 6/7 et 7/7

L'usage du dictionnaire et des calculatrices est interdit.

Dès que ce sujet vous est remis, assurez-vous qu'il est complet.

Ce sujet comporte 7 pages numérotées 1/7 à 7/7

Répartition des points

Compréhension	10 points
Expression	10 points

Text A

I suffered from a condition known as obsessive branding disorder – a combination of compulsive shopping and a reliance on status symbol brands for the maintenance of one's self-esteem.

5 I didn't buy clothes, gadgets or even food for the basic functions that they performed. I bought them for the way they made me feel.

From Adidas trainers to BlackBerry phones, I depended on the confidence these brands gave me to face the world each day.

10 I began to realise the more money I spent, the more miserable I became. With mounting debts and plummeting self-esteem, I pledged to do away with these emotional crutches and attempted to live a year of my life brand-free.

By banning myself from the shops I hoped to cleanse myself of a destructive addiction. But the prohibition became a kind of experiment. I wanted to find out if a person living in modern Britain could survive away from the chain stores and supermarkets that dominate our lives.

15 The first months of my brand-free life were hell. My local High Streets were populated entirely by mass-market brands and I was forced to scour the back streets for alternative spaces to shop.

20 The weekly shop for essentials – previously an hour's dash around Sainsbury's¹ - now occupied a whole day of my weekend. With most markets opening for one day a week, I was also forced to plan ahead.

I had to discover my local fishmongers and butchers and bulk-buy cosmetics [...].

25 Shopping for clothes became less of a glamorous lifestyle pursuit and more of a functional activity, undertaken only when I absolutely needed new stuff. I sourced my new wardrobe from second-hand shops, army surplus stores and non-branded suppliers on the net. I even had some clothes made by the tailor at my local dry cleaners.

[...] I could not find brand-free alternatives to the many gadgets that I once enjoyed and so committed to a year without a television or DVDs. The withdrawal symptoms only added to the initial discomfort of my un-branded style of life.

**Neil Boorman, 'My Brand New Life',
www.news.bbc.co.uk, September 4, 2007**

¹ Sainsbury's is a British chain of supermarkets.
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Text B

'Hi, Judy!' Amber finds her sales assistant in Rakers and they kiss hello – one of the benefits of being a regular and high-spending customer at the most expensive store in town.

5 'How are you, Amber! Don't tell me it's that time of the month already?' Judy is in on her secret, knows that Amber comes in to buy an outfit just for the meeting, usually has already picked out a few choices that generally Amber will love, Judy now having worked with her long enough to be able to anticipate her likes and dislikes.

'I know! Can you believe it? Do you have any ideas?'

10 'I do. I've already been through the new collections and I pulled some things out for you. There are some wonderful Michael Kors pants, a jacket from Escada and some Cavalli tops that may be a bit dressy but they're absolutely stunning.'

'And you're sure no one else has bought them?'

15 Judy nods. 'I've checked the computer. Nobody else has them.' Yet another benefit of an upmarket store in a small town is that everyone knows everyone, and because most of the women in the League buy their clothes at Rakers (although Suzy has recently started going to the city, which Amber is going to have to start doing herself very soon), the women can ask the staff to ensure that no one else has bought the same thing, thereby avoiding the humiliation of turning up to a meeting or, far worse, an event, in the same outfit as another committee member.

20 Amber tries on the trousers – perfect, and gasps as she puts on one of the Cavalli blouses. Judy was absolutely right. It is on the dressy side [...] but somehow teamed with the tweedy trousers it looks perfect, and Judy nods in approval when Amber comes out of the fitting room.

25 'And,' Judy lowers her voice, 'it's the only one we got in so you'll definitely stand out in the crowd.'

'I love it.' Amber breathes in, admiring herself as she turns and examines herself from every angle in the mirror. 'It's perfect.'

30 Judy disappears for a couple of minutes then re-emerges holding a pair of high satin pumps with crocodile toe. 'These just came in from Prada. Aren't they *darling*? And wouldn't they be perfect?'

'Oh God,' Amber groans. 'Richard's going to kill me.'

Jane Green, *Life Swap*, 2005.

TRAVAIL À FAIRE PAR LES CANDIDATS
DES SÉRIES ES et S

Toutes les réponses sont à rédiger en anglais sur votre copie.
Les tableaux sont à reproduire sur votre copie.

I – COMPREHENSION : 10 points

TEXT A: Neil Boorman, ‘My Brand New Life’

- 1) Choose the correct answer. The narrator has decided to ...
 - a) ... stop buying foreign brands.
 - b) ... buy branded products online.
 - c) ... stop buying brands.
 - d) ... buy only organic products.

- 2) In the following list, choose the reasons why the narrator made this decision. Justify by quoting from the text.
 - a) He was not rich enough.
 - b) Brands had become too important in his life.
 - c) He wasn't satisfied with the way he dressed.
 - d) Someone forced him to do so.
 - e) He wanted to adopt an eco-friendly lifestyle.
 - f) He wasn't happy with the life he was leading.

- 3) Using elements from the text, fill in the following grid about the evolution of the narrator's consumer habits.

Old habits	New habits
He bought mainly from high street shops and supermarkets.	
	He now spends a whole day of his week doing shopping.
He was following fashion and trends.	
He bought technological gadgets.	

- 4) Say whether this experience was easy or not. Justify by quoting two elements from the text.

TEXT B: Jane Green, *Life Swap*

1) Fill in the following grid:

Main characters	Place	What they are doing

2) True or false? Justify with elements from the text.

- a) Amber can't afford to spend a lot of money on clothes.
- b) Amber belongs to an organisation of women who meet regularly.

3) The following statements are true. Justify by quoting from the text.

- a) Amber is concerned about being unique.
- b) Amber behaves in very much the same way of the other women.

TEXTS A and B

- 1) Both texts suggest that brands have a positive effect on people. Say what effect.
- 2) The main characters in the two texts have a different attitude towards brands. Describe their differences briefly (+/- 20 words).

II – EXPRESSION : 10 points

- Les candidats traiteront le sujet 1 (au moins 50 mots) et le sujet 2 (au moins 100 mots).

Sujet 1 : Imagine the letter Neil Boorman writes to a friend, three years later, to tell him/her what happened next in his experiment with a brand-free life.

Sujet 2 : Do you sometimes follow a dress code? Why?

TRAVAIL À FAIRE PAR LES CANDIDATS
DE LA SÉRIE L et LANGUE VIVANTE 2 APPROFONDIE

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Les tableaux sont à reproduire sur votre copie.

I – COMPREHENSION : 10 points

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- 1) Choose the correct answer. The narrator has decided to ...
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He was following fashion and trends.	
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- 4) Say whether this experience was easy or not. Justify by quoting two elements from the text.

TEXT B: Jane Green, *Life Swap*

1) Fill in the following grid:

Main characters	Place	What they are doing

2) True or false? Justify with elements from the text.

- a) Amber can't afford to spend a lot of money on clothes.
- b) Amber belongs to an organisation of women who meet regularly.

3) The following statements are true. Justify by quoting from the text.

- a) Amber is concerned about being unique.
- b) Amber behaves in very much the same way of the other women.

TEXTS A and B

- 1) Both texts suggest that brands have a positive effect on people. Say what effect.
- 2) The main characters in the two texts have a different attitude towards brands. Describe their differences briefly.

La question suivante sera traitée uniquement par les élèves de série L, spécialité langue vivante approfondie.

- 3) Describe briefly the types of brand pressure which the main characters in each text feel. (+/- 30 words)

II – EXPRESSION : 10 points

- Les candidats de série L, hors spécialité LVA traiteront le sujet 1 (au moins 100 mots) et le sujet 2 (au moins 150 mots).
- Les candidats de série L, spécialité LVA ne traiteront que le sujet 3 (au moins 300 mots).

Sujet 1: Imagine the letter Neil Boorman writes to a friend, three years later, to tell him/her what happened next in his experiment with a brand-free life.

Sujet 2: Do you sometimes follow a dress code? Why?

Sujet 3: "I depended on the confidence these brands gave me to face the world each day." (text A, lines 6-7) To what extent do you share this vision?