

ANGLAIS

LANGUE ÉTRANGÈRE

SÉRIE

2

COMPRÉHENSION ET PRODUCTION ÉCRITES

Durée de l'épreuve : 70 minutes

Moyens auxiliaires autorisés : Dictionnaire bilingue traditionnel

Numéro de candidat-e

Profil

B

E

Nom

Prénom

Date de l'examen

Points obtenus / points maximum

Partie compréhension écrite

/ 25

Partie production écrite

/ 25

Total

/ 50

SIGNATURES DES EXPERTS

Délai de libération : Cette série d'examen ne doit pas être utilisée comme exercice avant le
1^{er} janvier 2016.

COMPRÉHENSION ÉCRITE

Part 1

Read the article below.

HOW DANGEROUS IS NETFLIX?

There are more dangers to binge-watching TV shows than you think. One minute you are starting a brand-new TV show and the next you cannot remember what day it is or how many episodes you have been through. Anything brighter than a computer or TV screen hurts your eyes... This is what might happen to many people now that Netflix is continuing its conquest of Europe.

How did it all begin? Netflix Inc. is an American provider of on-demand Internet-streaming media available to viewers in North and South America, the Caribbean and part of Europe, and of flat-rate DVD by mail in the US. "Flat rate" means that the client is always satisfied as he has no late fee if he doesn't send back the DVD on time. When Reed Hasting, the founder of Netflix, was asked how he got that idea, he said that it is after receiving a \$40 fine for handing in a video late that he decided to revolutionize DVD rentals.

The company was established in 1997 and is headquartered in Los Gatos, California. It grew fast and now has 2,000 employees working full time. Customer satisfaction is a key objective for the company. According to numerous surveys, Netflix has consistently ranked number one in on-line retail customer service.

One of the main specificities of Netflix is to offer TV series and films made for television to the public as soon as they come out, as well as cinematic films less than 3 years old. They also work hard on guessing customers' profiles to anticipate individual demands.

The service has great advantages, such as the competitive price of the subscription (between €7.99 and €11.99 a month), which can be stopped at any time; the incredibly large catalogue of movies and series, old and new; the fact that the shows can be watched on smartphones, iPads, TVs and consoles.

Despite these strong points, some people find the coming of Netflix dangerous, not only because of its addictive potential which can turn viewers into TV slaves but also for other more cultural reasons. Indeed, some countries like France, for example, are not unanimous in welcoming Netflix because the people at the head of the media criticise the hegemony of this new American invader. They claim that little is left for the local or national programmes, drowned by series like *The House of Cards*, *Orange is the New Black* or *Lilyhammer*. They also think it is not good to analyse the customer and try to predict what a person should or is going to watch next.

Netflix arrived in France in September 2014 and a quick survey showed that it was not acclaimed as strongly as expected. Some viewers said that the choice of films was too American and that the range of films was not wide enough. However, all users agreed it is a positive fact that their subscription could be stopped at any time.

Although Netflix hit Switzerland at the same time, most geek Swiss users have known for a long time how to subscribe to it by using an American password and access system. As they say, where there is a will, there is a way.

For each question (1–6) choose ONE letter A, B or C.

1. Binge watching involves watching...

- A. one episode of one's favourite TV series;
- B. one episode after the other, losing track of time;
- C. a TV programme with friends.

2. Netflix offers the customers...

- A. DVD rentals only in the USA;
- B. programme watching by streaming in Europe only;
- C. both services throughout the world.

3. The idea of setting up his own company came to Reed Hasting because...

- A. of a bad personal experience;
- B. of his desire to become rich fast;
- C. he was used to handling videos.

4. The company is focused on...

- A. national growth;
- B. the prediction of the best films that will be available;
- C. customer satisfaction.

5. The subscription to Netflix is...

- A. annual;
- B. monthly;
- C. weekly.

6. In France, the introduction of Netflix was...

- A. acclaimed by everybody;
- B. controversial;
- C. considered a very bad thing.

Total part 1 :

/ 12

Part 2

Read the text and decide if the statements following it are true (T) or false (F).

FIRST CELL PHONE LANES

The first phone lane in China was created in a park called Yangren Jie. A similar one had been set up earlier in Washington D.C. as part of an experiment into crowd behavior initiated by the National Geographic TV Channel.

In a country with a population as large as China (over 1.3 billion), unique solutions are sometimes needed for pedestrian management. With the practice of texting while walking becoming increasingly common, the city of Chongqing recently came up with an idea that may seem ridiculous at first, but could catch on in other parts of the world: separate cell phone lanes for pedestrians.

The 100-foot stretch of sidewalk is emblazoned with large signs in Chinese and English warning pedestrians to walk in the proper lane. “Cell phones, walk in this lane at your own risk,” says one, right next to the other lane which reads “No cell phones”. In addition, the city has also posted large signs in the area that read “First mobile phone sidewalks in China” with a diagram illustrating how to use the walkway.

By creating the lane, the authorities are indirectly warning the public of the danger of walking and texting, thus making people aware of their irresponsible behavior on traditional sidewalks.

	T	F
1. Cell phone lanes were initiated in China and then followed in the USA.	<input type="checkbox"/>	<input type="checkbox"/>
2. Pedestrian management is often problematic in China.	<input type="checkbox"/>	<input type="checkbox"/>
3. According to the text, lanes exclusively reserved to texting might appear in other countries in the near future.	<input type="checkbox"/>	<input type="checkbox"/>
4. The new sidewalk is a hundred meters long.	<input type="checkbox"/>	<input type="checkbox"/>
5. The two lanes (with and without cell phones) run side by side.	<input type="checkbox"/>	<input type="checkbox"/>
6. There is a diagram to explain how to use a cell phone in Yangren Jie.	<input type="checkbox"/>	<input type="checkbox"/>
7. This initiative is warning the Chinese population of the dangers of driving while using electronic devices.	<input type="checkbox"/>	<input type="checkbox"/>

Total part 2 :

 / 7

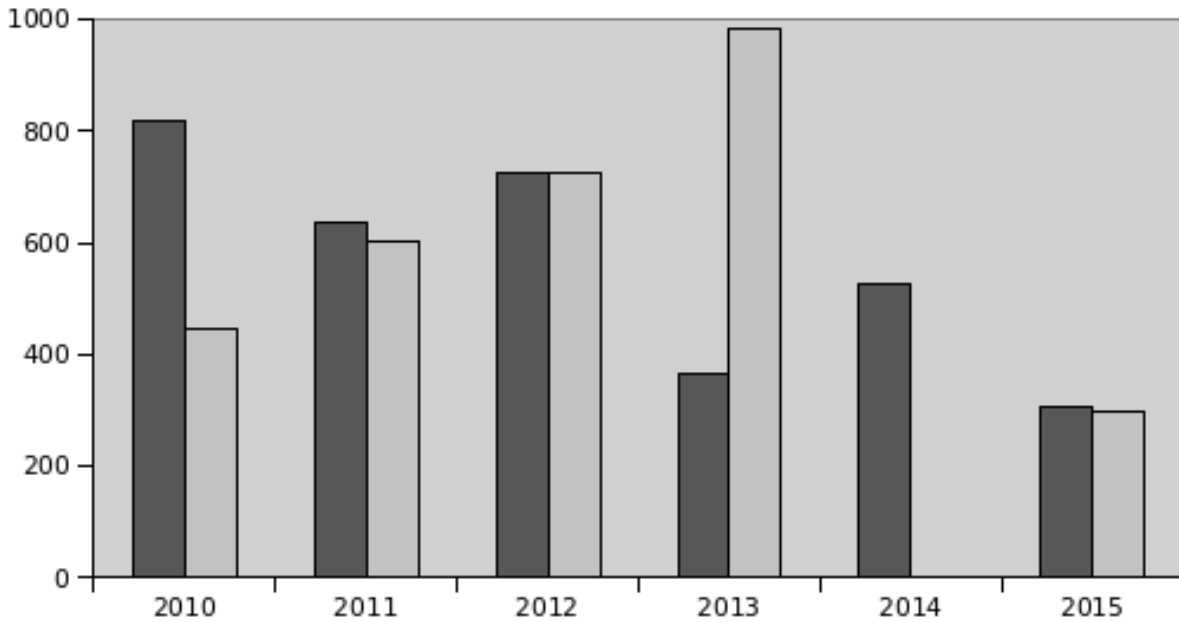
Total parts 1 + 2 :

 / 19

Part 3

Look at the following bar graphs representing Exton’s sales of laptops and computers. Which year does each sentence (1–6) describe? For each sentence, mark one year in the space provided. You may use the same year more than once. There is one year that you do not need to use.

Black : laptops
 Grey : PCs



In this year, ...

1. the sales of PCs and laptops were almost exactly the same, with a slight preference for the laptops, but still lower than other years;
2. due to additional advertising, customers bought a huge amount of laptops, leaving sales of PCs way behind;
3. due to bulk orders from five major commercial schools, the sale of PCs peaked;
4. Exton did not sell any PCs but fortunately had achieved good sales of PCs the previous year;
5. Exton had the worst overall sales for both laptops and PCs;
6. whereas the sales of laptops decreased after a very good year, there was a slight improvement in the sales of PCs.

Total part 3 : / 6

Total partie "Compréhension écrite" : / 25

