

**L'utilisation du dictionnaire bilingue et d'un traducteur électronique n'est pas autorisée.**

## TURN IT OFF !

For one week in April 2004, millions of people chose not to watch TV for 'TV Turnoff Week'.

TV Turnoff Week started in 1995 and is more popular every year. Many participants discover that you can have a good time with the TV off. If that sounds crazy to you, just have a look at some statistics :

- An American teenager spends 900 hours per year at school ; the same teenager spends 1,023 hours per year watching TV. That's 2 hours 49 minutes per day.
- An **average** British person (not just teenagers) watches 3 hours 35 minutes per day.
- In the US, most TV is commercial, so it has adverts. American children see 20,000 adverts per year. By age 65, an American has seen two million ads !

But some research from Britain says that may not be a problem. The London Business School observed people during TV adverts and they discovered that people don't watch a lot of the ads. The researchers discovered that the most common activity during the adverts was talking to other people in the room. Many other viewers started reading or doing housework or changed channels during adverts. They only really watched them about 25 per cent of the time.

That's not surprising : British electricity companies know there's always a lot of electricity consumed during the adverts because people turn on their electric **kettles** to make cups of tea !

From : Easy Going, May 2004.

Average : moyen, moyenne, en moyenne

A kettle : une bouilloire

B.E.P. SECTEUR INDUSTRIEL	N° d'anonymat
Langue vivante ANGLAIS	

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GROUPEMENT INTERACADEMIQUE II	Session 2005	N° d'anonymat	
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Langue vivante ANGLAIS			
SUJET	Durée : 1 heure	Coef. :	Page : 1/4
NOM : .....		Prénom : .....	

**COMPREHENSION ECRITE**

**1 - Retrouvez dans le texte les équivalents anglais des mots suivants :**

**2 points**

- a) des publicités : .....
- b) les chercheurs : .....
- c) des spectateurs : .....
- d) les chaînes : .....

**2 - Dites si les affirmations suivantes sont vraies (V) ou fausses (F) et justifiez vos réponses en citant le texte. Toute réponse non justifiée sera considérée comme nulle.**

**5 points**

- |   | Vrai                     | Faux                     |
|---|--------------------------|--------------------------|
| a) During TV Turnoff Week many people didn't watch television.<br>.....         | <input type="checkbox"/> | <input type="checkbox"/> |
| b) An American teenager spends more time at school than watching TV.<br>.....   | <input type="checkbox"/> | <input type="checkbox"/> |
| c.) British people spend more than 3 hours a day in front of their TV.<br>..... | <input type="checkbox"/> | <input type="checkbox"/> |
| d) There aren't any adverts on American TV.<br>.....                            | <input type="checkbox"/> | <input type="checkbox"/> |
| e) British Researchers noticed that people did nothing during ads.<br>.....     | <input type="checkbox"/> | <input type="checkbox"/> |

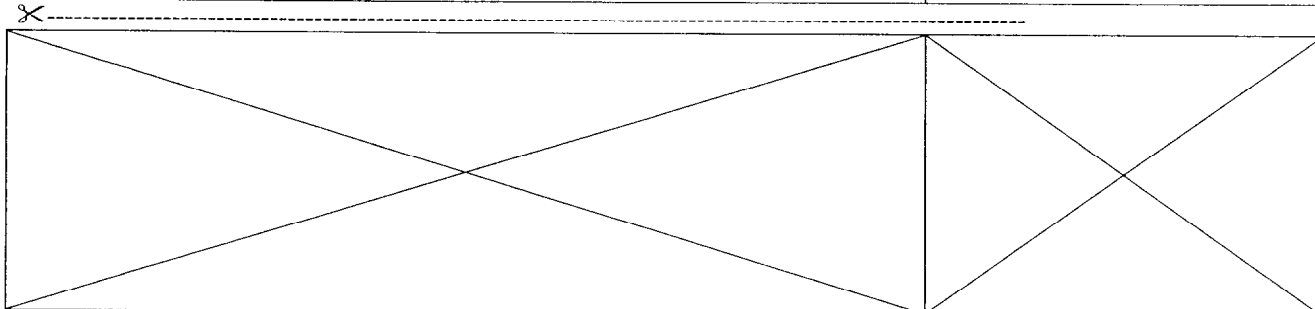
**3 - Traduisez en français le passage suivant :**

**3 points**

That's not surprising : British electricity companies know there's always a lot of electricity consumed during the adverts because people turn on their electric kettles to make cups of tea !

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## COMPETENCE LINGUISTIQUE

**4 - Mettez l'adjectif entre parenthèses au comparatif de supériorité.**

**2 points**

- a) People can have a ..... time with the TV off. (good)
- b) TV programmes are ..... than adverts. (interesting)
- c) The adverts are ..... than before. (long)
- d) Eddie Murphy is ..... than Leonardo Di Caprio. (funny)

**5 - Posez la question sur les éléments soulignés.**

**2 points**

- a) TV Turnoff Week started in 1995.

.....

- b) An American teenager watches TV more than 2 hours every day.

.....

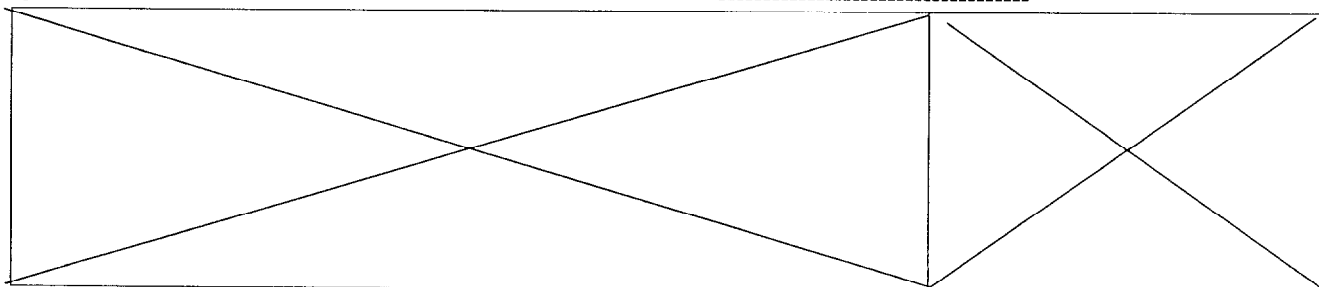
**6 – Complétez les phrases suivantes en mettant le verbe au temps qui convient.**

**2 points**

- a) Last night, millions of people ..... television. (not watch)
- b) Every day, teenagers ..... about three hours in front of the TV. (spend)

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**EXPRESSION ECRITE**

**7 – Répondez en anglais aux questions suivantes en faisant des phrases complètes. 4 points**

a) How many hours a day do you usually watch TV ?

.....  
.....

b) What do you like watching on TV ?

.....  
.....

c) What do you usually do during the adverts ? Do you watch them ? Why ?

.....  
.....

d) If we had a 'TV Turnoff Week' in France, what would you do ?

.....  
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