

BACCALAURÉAT PROFESSIONNEL

ÉPREUVE ÉCRITE DE LANGUE VIVANTE

ANGLAIS

**TOUTES SPÉCIALITÉS DU
SECTEUR TERTIAIRE**

DURÉE : DEUX HEURES

COEFFICIENT : 2

L'UTILISATION DU DICTIONNAIRE BILINGUE EST AUTORISÉE

ANXIOUS PARENTS CREATE BOOM IN MOBILES

1. Busy parents who give mobile phones to their children as a "remote childminder" have caused teenage mobile ownership to soar so that a quarter of 11 to 16-year-olds now have their own phones. They have become so popular so quickly that marketing experts foresee a slump in sales of magazines, computer games and soft drinks as teens spend their pocket money on top-up cards for their pay-as-you-go phones. Ownership of the phones rose from 4 per cent of teenagers in 1998 to 25 per cent last year. According to *Childwise*, a market research agency that studies young consumers, almost a million teenagers now have their own mobile phones.
2. Even among youths who do not have their own mobiles, the vast majority have access to one if they need one. Among the 1,200 children questioned, 83 per cent came from households which owned a mobile. Like digital television and connection to the Internet, young families are among the first to adopt mobile phones.
3. The research shows that while parents are getting the phones for safety reasons, teenagers are using them for their own purposes. "When we asked why they had them, most said it was to put their parents' minds at rest " said Rosemary Duff, research director of *Childwise*. Parents can keep in touch with their kids. Mobile phones can also be used in emergencies but they are often simply used by the children to say : "Hi, can you come and pick me up now? "
4. The kids are using them to communicate in the widest sense with their friends. They don't have to wait to get home to start gossiping on the phone. A teen subculture is developing around the use of mobiles where text messages, which are cheaper than calls, are used heavily and the phones are often used to make prank calls. *Childwise* questioned a group of 10-year-olds who said they would prefer a mobile to having their own television or games console because they would be able to make prank calls.
5. " The growth has only been possible because of the pay-as-you-go cards " Mrs Duff said. These cards can now be used as way of controlling phone bills by making teenagers pay for their own calls. Corner shops are now keen to stock phone cards because they think more and more teenagers will spend their pocket money on phone cards.

Source: The Times Saturday July 2, 2000 (adapted)

NOTES

- a remote childminder** = une assistante maternelle à distance
- to soar** = grimper en flèche
- to foresee** = prévoir
- a slump** = une forte baisse
- top-up cards** = cartes téléphoniques rechargeables
- pay-as-you-go phones** = téléphones mobiles sans abonnement
- for their own purposes** = pour leurs besoins personnels
- to put their parents' minds at rest** = pour rassurer leurs parents
- a prank call** = une farce au téléphone
- to be keen to do something** = être très désireux de faire quelque chose

TRAVAIL A FAIRE PAR LE CANDIDAT
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- A Répondez en français aux questions suivantes, en utilisant uniquement les informations contenues dans le texte. Composez des phrases complètes et justifiez toujours vos réponses.**

9 Points	A1 = 1,5	A2 = 2	A3 = 2	A4 = 2	A5 = 1,5
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- 1 Quelles indications chiffrées le premier paragraphe fournit-il à propos de l'évolution de la vente de téléphones mobiles aux adolescents ?
- 2 Quels changements les experts en marketing prévoient-ils en ce qui concerne les achats effectués par les adolescents avec leur argent de poche ?
- 3 Quelles sont les raisons qui incitent les parents à acheter un téléphone mobile à leurs enfants ?
- 4 Les raisons qui incitent les adolescents à souhaiter un téléphone mobile sont-elles les mêmes que celles de leurs parents ?
- 5 Quelles conséquences l'introduction des cartes téléphoniques rechargeables a-t-elle sur l'évolution des dépenses des familles ?

- B Traduisez en français le second paragraphe du texte.** (3 points)
(de " *Even among youths....*" à " *....to adopt mobile phones.*")

- C Recopiez les phrases suivantes en mettant les verbes entre parenthèses à la forme exigée par le contexte.** (2 points)

- 1 If I had a mobile I (to be) able to make prank calls.
- 2 The first mobiles (to appear) in Britain 10 years ago.
- 3 He can't go into a shop without (to buy) sweets and soft drinks.
- 4 She'll get a mobile phone when she (to be) 16.

- D Mettez les phrases suivantes à la voix passive.** Commencez chaque phrase par les mots soulignés. (2 points)

- 1 They can use mobile phones in emergencies.
- 2 They spend a lot of money on phone cards.
- 3 They will question 1,200 children.
- 4 They have just controlled all phone bills.

- E Write 6 to 8 lines IN ENGLISH about the advantages and disadvantages of mobile telephones.** (4 points)