

BACCALAURÉAT PROFESSIONNEL

ÉPREUVE ÉCRITE DE LANGUE VIVANTE

ANGLAIS

**TOUTES SPÉCIALITÉS DU
SECTEUR INDUSTRIEL**

DURÉE : DEUX HEURES

COEFFICIENT : 2

L'UTILISATION DU DICTIONNAIRE BILINGUE EST AUTORISÉE

BRITISH TELECOM'S WAR TO SAVE PHONE BOXES

1. British Telecom's payphone business has declared war against the booming mobile phone market. The telephone giant has seen a startling drop of nearly 40 per cent in the amount of cash being fed into street phone boxes over the past two years - so now they're fighting back against the mobile menace.
2. This week BT Payphones will unveil details of its latest strategy to win back customers when it announces how much it will charge callers to use payphones for e-mail and text messaging. Next month work starts to upgrade 2,500 call boxes across the UK to become hi-tech text phones. A screen and keyboard next to the phone will offer access to messaging services round the clock. Other moves have included introducing Internet access and cashing in on advertising through posters and video screens inside boxes. Some phones even offer free calls if the customer listens to a 30-second ad. Posters in phone boxes declare, "Mobiles may be getting lighter, but they can still be heavy on the pocket". A poster shows someone trying to use a phone in a busy street with the slogan "Free with every mobile - as much noise as you want".
3. A BT spokesman says: "The payphone network is a major asset for the UK, but the growth in mobile phones presents significant challenges. The last two years have seen a drop of 37 per cent in payphone revenue. However, the 141,000 call payphones nationwide play a vital role in the day-to-day life of communities and nearly everyone now lives within half a mile of a phone box. Payphones are used to make 15 per cent of 999 calls."
4. Payphones will need to keep pace with the new generation of mobiles, which offer Internet and e-mail access. Already the phone box of the future has been launched. The Multiphone has been installed at 1,000 locations in airports, rail stations and shopping centres across the country. It has a touch-sensitive colour screen to make calls and surf the Net, and users can get their own e-mail address to send messages.
5. The possibility of raising cash from poster adverts on call boxes has caused controversy. Many women have asked BT not to introduce the posters to call boxes because they obscure the view of the interior, leaving users at risk of attack while inside. BT says it plans to use them but will only put posters on one side of the kiosk. The company says the posters are among the range of initiatives that are vital to raise money to support the payphone network and ensure the phone box remains a familiar sight on our streets.

Source: THE SUNDAY POST / January 14, 2001 (adapted)

Vocabulaire

startling: saisissant, surprenant

to feed into: introduire

to upgrade: améliorer

to cash in on: tirer profit de

999 calls: appels d'urgence (pompiers, police)

TRAVAIL A FAIRE PAR LE CANDIDAT

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.

8 points	A1=1 pt	A2= 1 pt	A3= 1,5 pt	A4= 1,5 pt	A5= 1 pt	A6= 1 pt	A7= 1 pt
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1. Qu'est-ce qui a conduit la société British Telecom à déclarer la guerre aux téléphones mobiles ?
2. Comment la société British Telecom compte-t-elle regagner des clients ?
3. Quel équipement supplémentaire trouvera-t-on dans les nouvelles cabines et quels services supplémentaires offriront-elles ?
4. Expliquez le slogan "*Mobiles may be getting lighter, but they can still be heavy on the pocket*" (§2)
5. Les cabines téléphoniques traditionnelles sont-elles devenues totalement inutiles ?
6. Pourquoi de nombreuses femmes sont-elles opposées à la pose d'affiches publicitaires sur les cabines ?
7. Quelle est la réponse de British Telecom à leurs arguments ?

B. Traduisez en français le paragraphe 4 du texte.

(de "*Payphones will need.....*" à "*.....to send messages*") (4 points)

C. Mettez les phrases suivantes au style direct. (en commençant vos réponses par le début de phrase proposé en italiques) (2 points)

1. Last week a British Telecom spokesman announced that a new generation of phone boxes would soon be in service nationwide.

Last week a British Telecom spokesman announced: "....."

2. He said that B.T. had already installed 1,000 Multiphones in airports, rail stations and shopping centres.

He said: "....."

3. He explained that users could get their own e-mail address.

He explained: "....."

4. He insisted that the payphone network was still a major asset for the company.

He insisted: "....."

D. Complétez les phrases suivantes à l'aide d'un modal en respectant la situation d'énonciation indiquée entre parenthèses : (2 points)

1. I am sure that call boxes become high-tech phones. (prédiction)
2. Everyone..... now find a phone box within half a mile of his home. (possibilité)
3. Many women think that BT not introduce posters to call boxes.(recommandation)
4. The lack of visibility put users at risk of attack. (éventualité)

E. Do you use a mobile phone? Say why or why not in 6 to 8 lines in ENGLISH. (4 points)