

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

CHARITIES DISCOVER TEXT APPEAL

1. Charities are always looking for ways to raise money quickly and easily and many are turning to the boom in mobile phone technology to boost donations. One charity which is exploiting the popularity of text messaging is *Cafod*, an international charity for overseas development. It hopes to run disaster appeals by using text messages to encourage spontaneous giving when global crises are reported. The charity has been experimenting with the technology for a year and believes it offers a great way to get a rapid response.
2. A disaster report on the 10 o'clock TV news, for instance, could be followed by a bleep on supporters' mobile phones, signalling a text message from *Cafod* asking them to pledge money. People could then text back the amount they wish to donate, and it could be deducted from their bank or credit card. "This would give us instant access to our supporters and mean we could act much more quickly to raise emergency aid," says Nick Buxton, *Cafod's* web development manager."
3. Charities have only recently realised the potential benefits of text messaging (short message service or SMS) but already results are impressive. *Comic Relief*, another charity, ran two competitions in July. 320,000 people sent their answers by text messaging or phoning to a special phone number costing £1, of which 60p went to charity. Thanks to SMS, *Comic Relief* managed to raise £100,000.
4. One big advantage of SMS is that it allows charities to reach young donors. *Cafod* runs competitions and sends out messages to teenagers who opt into their SMS service and supporters can download *Cafod* logos onto their mobile phones. "We want people to feel like a community, that they are involved, rather than just associating charity with appeals for money," Mr Buxton added. It's not just teenagers who like SMS either. Over 45 million text messages are sent in the UK every day, according to the Mobile Data Association, and reaching adults by SMS has proved beneficial too.
5. But text messaging and new technology are unlikely to replace other forms of campaigning. Jenny Walters of the Institute of Fundraising, said SMS is likely to remain one of a package of techniques, like direct mail. There is only space to get across a short message using mobile phones, so there will still be a need for in-depth leaflets and the like." And if all this talk of SMS and new technology leaves you cold don't despair. *Childline*, an English charity, have even found a way to make money from unwanted mobile phones – recycling them for use in the developing world.

Source: The Guardian, October 18, 2002 (adapted)

Notes:

overseas: à l'étranger
an appeal : un appel à dons
a bleep : bip, signal sonore
to pledge: promettre

to download : télécharger
to get across : faire passer (un message)
in depth : en profondeur

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 et en justifiant vos réponses.

	A1	A2	A3	A4	A5
8 Points	1	2	2	1	2

- 1 Quel moyen les associations caritatives ont-elles trouvé pour accroître les dons ?
- 2 Quels avantages présente-t-il ? Citez-en deux.
- 3 Selon l'exemple du deuxième paragraphe, comment ce système pourrait-il fonctionner en cas de catastrophe ?
- 4 Comment procède Cafod pour attirer les jeunes donateurs ?
- 5 Les collectes de dons traditionnelles vont-elles disparaître au profit des nouvelles technologies ?

- B Traduisez en français le troisième paragraphe. (4 points)
(de "Charities have only recently..." à "...to raise £100,000")

- C Recopiez les phrases suivantes en les complétant à l'aide de l'élément qui convient. (2 points)

moreover	to	that's why
however	thanks to	although

- 1 Teenagers prefer using their mobile phonessending money by mail.
- 2 donations by SMS are increasing, traditional charities are still successful.
- 3 Comic Relief wanted to attract young donors.they started the new system.
- 4 It is easy and fast to donate by SMS.it makes it possible to reach people wherever they are.

- D Recopiez le texte suivant en mettant les verbes entre parenthèses à la forme exigée par le contexte (2 points)

In Britain the percentage of teenagers who (to own) a mobile (to rise) sharply over the last three years. Last year they (to send) 30 million text messages per day. It is predicted that this figure (to increase) in the next few years.

- E Answer the following question in 6 to 8 lines in English. Give some examples. (4 points)

Are mobile telephones useful in everyday life?