

UE : Anglais	CODE : ANA24A	
DURÉE : 1H30	<input checked="" type="checkbox"/> RÉGIME NORMAL	<input checked="" type="checkbox"/> RÉGIME SALARIE
INTITULÉ : Compréhension/Expression		
Documents autorisés : AUCUN		

Listening Comprehension Questions (15 points)

(Serving Farm-Fresh Meals at the Farm, Voice of America, October 24, 2012)

Answer the following questions:

1. How many guests is Jim Denevan serving on Briars Farmstead? (0.5 point)
2. How many people make up Jim Denevan's team? (0.5 points)
3. When did Jim Denevan come up with the idea of the farm meals? (0.5 point)
4. Give THREE of the objectives Jim Denevan mentions as the mission of "Outstanding in the Field". (3 points)
5. Name TWO places where Jim Denevan set up tables across the United States. (2 points)
6. What does Matt Szczechenyi, who runs Briars Farmstead, say small farm businesses thrive on? (2 points)
7. Who share the table at the meal? (1 point)
8. What is so wonderful about sitting at such a table, according to Alex Bogel? (1 points)
9. How many people have Denevan and his team served in the US and beyond? (0.5 point)
10. What risks does Jim Denevan have to accept when organizing an open-air meal? (2 points)
11. Name TWO places Denevan plans to go to with his idea next year. (1 point)
12. What is Jim Denevan's final hope? (1 point)

Reading Comprehension (5 points)

Read the article below and answer the questions that follow:

Brandalism At The London Olympics

1. What is Brandalism? You know that billboard you drive past every day? Don't be surprised if tomorrow it looks somewhat different. This is the new movement that has been declared in London during the Olympics. And it could take marketing to a whole new level on a billboard near you.
2. If you are a brand owner, now is the time to consider whether status quo marketing is still as right for your brand as something more timely and effective: movement marketing. If there's anything we've learned in recent months through Occupy Wall Street, Arab Spring, and Bank of America backlashes, it's that we're living in an Age of **Uprisings**. And the **uprisings** extend beyond politics or social issues, spilling into the world of commerce. Today, if you do something that ticks people off, they're going to rise up against you. They have the will and the passion and the social media tools to wreak havoc on your brand or organization. And it may be in response to something you haven't even done yourself. You may simply be associated, through advertising or some other form of support, with the offending party.

3. A new global guerrilla movement to fight against brand intrusion is literally taking it to the streets of London during the Olympics, using the global spotlight as a way of drawing worldwide followers to a new cause. Brandalism is calling on artistic people to paste over advertising hoardings one billboard at a time with anti-ad original artworks contributed specifically for the campaign by some of the world's best known artists.
4. The 'Brandalism' movement – a 'subvertising project' – has so far pasted over 35 billboards across five UK cities in just one trip with artwork from street artists such as Banksy collaborator Paul Insect, carefully timed to occur just two weeks before the London 2012 Olympics for maximum impact.
5. Each artwork takes a different form – whether street art, graffiti, illustration or photo montages – but they all carry the same message. But why go to all the trouble to hi-jack a hoarding in the middle of the night?
6. One of the installers of the artworks, Robert Graysford, 27, says, "We've taken over these billboards because the advertising industry takes no responsibility for the messages they force-feed us every day. They claim to give us choice but we have no choice to 'opt out' from these intrusions into our public and personal spaces."
7. But it's not just about reclaiming the streets – there is actually a real message behind the movement. According to the organizers Brandalism aims to highlight the destructive role of the advertising industry in a range of social issues, ranging from debt and body image to cultural values. Each artwork has been carefully produced by the artist to reflect society's problems and the part advertising has played.
8. Indeed, one guerrilla artist supporting Brandalism says the UK riots last year are a prime example of how advertising is exploiting us – kids took to the streets to claim what they had been 'told' they needed.

(Adapted from an article by Scott Goodson, forbes.com, August 8, 2012)

Comprehension Questions

1. Give synonyms in English for the following words underlined in the article (2 points):

(a) uprising (§2)	(c) highlight (§7)
(b) drawing (§3)	(d) prime (§8)
2. Say whether the following statements are TRUE or FALSE. Quote from the article to support your answers (3 points):
 - (A) Brandalism could bring in a complete change in the world of marketing
 - (B) The changes witnessed in the Occupy movement and the Arab Spring are limited to the field of politics
 - (C) Brands do not have to fear the way consumers use tools like social media
 - (D) Artists are re-using old work in the brandalism campaign
 - (E) According to a brandalism artist, advertising lets us choose everything except the right to choose less advertising
 - (F) The UK riots last year were caused by brandalism

Writing (20 points)

Choose ONE of the following subjects and write an essay/text of about 200 words:

1. Should advertising take more responsibility for the messages it sends out every day?

OR

2. Write an advertising pitch for the 'Brandalism' campaign