

<i>Code branche</i> ANGLA	Ministère de l'Éducation nationale et de la Formation professionnelle EXAMEN DE FIN D'ÉTUDES SECONDAIRES TECHNIQUES Régime technique - Session 2011/2012	
Épreuve écrite	<i>Branche</i> Anglais	<i>Division / Section</i> CG/CC
<i>Durée épreuve</i> 180 minutes		
<i>Date épreuve</i> 25 MAI 2012		

I. KNOWN TEXTS (30 marks)

Students are not allowed to use a dictionary for this part.

A. Essential Articles (15 marks)

1. I've tried working beside a swimming pool – and it sucks. (8 marks)

What are the author's arguments against working from a café?

2. Let's junk the junk food... (7 marks)

Which strategy does the author personally suggest to fight the 'fast food epidemic'?

B. Short stories (15 marks)

1. Three is a Lucky Number (7 marks)

When did Edyth become suspicious, and how did she find out about Torbay's real identity?

2. The Machine that Won the War (8 marks)

How did Henderson and Jablonsky intervene to win the war?



II. UNKNOWN TEXT (30 marks)

Students may use a dictionary for this part.

Thou Shalt Covet What Thy Neighbor Covets*

Many of us spend our days quietly cursing our fellow human beings. The guy in the Hummer who cuts us off at the intersection. The old woman in the supermarket line counting out pennies one by one. The tourist consulting a map right in front of the subway entrance. They may be annoying, but when all is said and done we actually rely on these people, and others like them, to help dictate our purchasing choices.

When it comes to the things we buy, what other people think matters. A lot. Even when those people are complete strangers. One survey, by Opinion Research, shows that 61% of respondents said they had checked online reviews, blogs and other online customer feedback before buying a new product or service.

Let's talk for a moment about iTunes. The iTunes start page is a chaotic place teeming with choices. Luckily for the overwhelmed shopper, however, these endless offerings are organized into tidy recommended categories like "What's Hot," "What We're Listening To," and, of course, "Top Songs" and "Top Albums." An intriguing study published in the journal *Science* shows just how well this can work. The researchers invited 27 teenagers to visit a website where they could sample and download songs for free. Some of the teens were told what songs previous visitors had downloaded, while other teens were not told. Those told what songs their peers had chosen tended to download those very songs.

But this still doesn't explain precisely why our buying decisions are so unduly influenced by a brand's supposed popularity. So the authors of the study decided to use an fMRI to see what was really going on in these impressionable teenagers' brains when they succumbed to peer pressure. They had 12 to 17-year-olds rate 15-second clips of songs downloaded from MySpace. Then they revealed to some the songs' overall popularity. The results showed that when the participants' own ratings of the music matched up with what they had been told about the song (e.g. if they liked a popular song), there tended to be activity in an area of the brain connected to rewards. When there was a mismatch, however (e.g. the teen liked the song but discovered it was unpopular), areas associated with anxiety lit up. The researchers concluded that "this mismatch anxiety motivates people to switch their choices in the direction of the consensus, suggesting that this is a major force behind conformity observed in music tastes in teenagers."

Of course, we generally aren't consciously aware that perceived popularity is driving our preferences. I decided to team up with Murray Hill Center in order to find out what we *think* attracts us to products. "Why do you love Louis Vuitton so much?", we asked 30 women. In answering, each of them began talking about the quality of the zipper, the leather, and finally, the brand's timelessness. But had we heard the whole truth? To be sure, we decided to scan the brains of 16 of them using fMRI to uncover another layer of their answers.

In each case, when the women were shown pictures of Louis Vuitton products, the region of the brain that's activated when respondents are observing something they perceive as "cool," lit up. The women had rationalized their purchases by telling

themselves that they liked the brand for its good quality, but their brains knew that they really chose it for its "coolness," perhaps explaining why we're all so addicted to those top 10 lists – because deep deep inside we want to be on the top of the cool list.

(594 words)

Shortened and adapted from an article by Martin LINDSTROM (author and marketing consultant), published in *Fast Company*, Monday, 23rd January 2012.

* *You shall desire what your neighbour desires.*

A. Comprehension questions (20 marks)

Answer the following questions in your own words as far as possible.

1. How does the text suggest that our reactions to other people are contradictory? (4 marks)
2. Which observations does the author make in relation to music downloads? Explain in detail. (10 marks)
3. How does the author prove that we are not really aware of the reasons behind our shopping choices? (6 marks)

B. Development question (10 marks)

Do we give too much importance to what other people think?

- *Do not simply restate the ideas from the text; use your own arguments.*
- *Write a well-structured essay of **150 words** ($\pm 10\%$) and indicate the number of words used.*