

# BACCALAURÉAT TECHNOLOGIQUE

SESSION 2012

## ANGLAIS LV2

SÉRIE : STG

**Durée de l'épreuve : 2 heures - Coefficient : 3**

*spécialité* Communication et Gestion des Ressources Humaines

**Durée de l'épreuve : 2 heures - Coefficient : 2**

*spécialité* Mercatique

*spécialité* Comptabilité & Finances d'Entreprise

*spécialité* Gestion des Systèmes d'information

**L'usage des calculatrices et de tout dictionnaire est interdit.**

*Barème appliqué pour la correction.*

	Séries(s) : STG
Compréhension du texte	10 points
Expression personnelle	10 points

**Dès que le sujet est remis, assurez-vous qu'il est complet.  
Ce sujet comporte 3 pages numérotées de 1/3 à 3/3.**

## Birthday alert

My ace in the hole<sup>1</sup> as a human being used to be my capacity for remembering birthdays. I worked at it. Whenever I made a new friend, I made a point of finding out his or her birthday early on, and I would record it in my Filofax calendar. I then took enormous delight in surprising my friend when the day rolled around. It took time and effort; at the end of every year, when I'd bought my new Filofax calendar insert, I spent an entire evening transferring all of my friends' and family's birthdays into the new Filofax—by hand, of course. It was a process that required great concentration. One year, when I must have been tired or distracted, I copied the birthdays from the previous year's calendar into the new one on the same day of the week but on the wrong date, so I was off on every birthday that year until I figured out my mistake. But most of the time I was golden. In fact, my birthday attentiveness was my signature talent. I liked remembering the birthdays not just of my best friends and relatives but also of those secondary friends who you're always happy to see but whom you rarely single out for special notice. They were usually the people who were most surprised that I remembered them.

And then it all went to hell. The other day, my husband—who believes every holiday and even the observance of birthdays is a plot devised by greeting-card companies—mentioned during breakfast that it was my cousin's birthday. My cousin? I was flabbergasted—not that it was my cousin's birthday, but that my husband, who doesn't spend a lot of time thinking about birthdays and doesn't really know my cousin very well, would be in possession of such arcane information. I asked him how he happened to know. He shrugged and said that Facebook told him. Or maybe it was Plaxo. No, might have been LinkedIn. And, as of this week, it could have even been Google+.

I'm glad that my cousin got an extra birthday greeting this year, but what exactly does it mean that a task that used to require effort and some amount of thought now requires just an Internet connection? Is this a good thing, or has it actually devalued the entire tradition of wishing someone a happy birthday? (...) Because it's easier these days to stay in touch, does it mean that staying in touch means less than it used to, when it took much more time and effort? Am I just ruing<sup>2</sup> the fact that something that used to be distinctive about me is now a click away from being something everybody can do?

By the way, happy birthday, friend.

Posted by Susan Orlean, July 14, 2011

The New Yorker 2011, <http://www.newyorker.com>

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<sup>1</sup> ace in the hole : *atout*

<sup>2</sup> ruing : lamenting about

## I. COMPREHENSION

1. Choose the correct answers :

a- This document is :

- a private mail.
- a post on a blog.
- an extract from a novel.

b- The author is :

- The New Yorker.
- Susan Orlean.
- Plaxo.

2. What did the author use in order to remember birthdays?

3. Find two expressions showing that the author spent a lot of time and made a lot of effort to do it.

4. Say if the following statements are right or wrong. Justify each answer by quoting from the text.

- People were not surprised to receive birthday cards from the author.
- The husband usually doesn't pay attention to other people's birthdays.
- The husband is familiar with social networks.
- Sending a birthday message today is very complicated.

5. Explain why the wife regrets the time when people sent birthday cards.

6. How did the wife feel after her conversation with her husband? Answer in your own words.

## II. EXPRESSION

**Vous traiterez UN des deux sujets.**

1. You have been invited to a birthday party. After the party you call a friend who wasn't there to tell him about the fantastic time you had. Imagine the conversation. (150 words)

**OU**

2. What is the impact of new technologies on your everyday life? Give personal examples to illustrate your answer. (150 words)