

SESSION 2013

BREVET DE TECHNICIEN SUPERIEUR

ASSISTANT DE MANAGER

U.21 – EXPRESSION ET CULTURE

ANGLAIS LVA

Durée : 2 heures

Coefficient : 1

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Le sujet comporte 3 pages, numérotées de 1 à 3.

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'Mad Men'* inspires a secretarial revival

Spurred by the powerful women in the US drama, modern PAs take pride in the traditional job title.

They are the gatekeepers. Frequently shrewder¹ than those they serve and always more knowledgeable, office secretaries are back in vogue. New evidence suggests that, spurred by powerful role models in the US TV series *Mad Men*, an increasing number of personal assistants, executive assistants and office managers are reviving the traditional job title.

- 5 A survey of more than 3,000 office PAs worldwide by the International Association of Administrative Professionals found that the number of administration staff who consider themselves "secretaries" has nearly doubled over the past two years. It attributed part of the shift to screenwriter Matthew Weiner's depiction of *Mad Men*'s secretarial staff as powerful, attractive and emotionally astute, with inner knowledge of the workings of an office and
- 10 constant access to the boss. According to the study, the number of secretaries has risen from eight per cent to nearly 15. The show, the organisation said, appears to "stoke² nostalgia for the classic image of the American corporate secretary".

- This Wednesday is the 60th anniversary of Administrative Professionals Day and comes amid new evidence that the skills of top-level secretaries are now in such demand that the cream³ can command more than £363,000 a year.
- 15

Gareth Osbourne, director of the APA, said: "The role of secretaries is no longer just confined to filing and managing the diary. Nowadays they have to be responsive to everything, even more so in a recession, where their value has been recognised".

Abridged from *The Independent*, April 22nd, 2012

**Mad Men* is a TV series in which the role of secretaries is viewed very positively.

¹shrewd = astute

²to stoke = to revive

³the cream = the best

The Association of Personal Assistants (APA) news-report highlights increasing respect for Personal Assistants

[...] According to the survey, the traditional roles and responsibilities are changing. When asked about the aspects of their job that will become more important in the future the most popular answer was project management as nominated by 43% of respondents. Other popular choices included facilities management (34%) and event planning (29%).

- 5 The report surveyed PAs across Europe and observes that with the widening role comes added responsibility and pressure. It suggests that in general 79% of European personal assistants say they encounter stress in their job. In a recent APA report, PAs reported their bosses working longer and longer hours and felt some compulsion to be there when needed, increasing the stress they felt and adding to a deteriorating work/life balance. The main
- 10 reasons cited for stress are mostly time-related, such as getting short notice on jobs (20%) and expected availability (19%). Similarly, one third (33%) say they feel guilty if they leave work on time and don't work long hours.

Abridged from the site of *The Association of Personal Assistants (APA)*, July 14th, 2012

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TRAVAIL À FAIRE PAR LE CANDIDAT

I- COMPRÉHENSION ÉCRITE

(10 points)

Rédigez en **français** un compte-rendu (190 mots, +/- 10%) de ces **deux** documents en en faisant ressortir les idées essentielles de façon organisée. Vous indiquerez le nombre de mots utilisés.

II- EXPRESSION ÉCRITE

(10 points)

Vous êtes l'assistant(e) d'Alison Brown, Directrice des Études à OMBS (Oxford Media and Business School, 5 Cambridge Terrace, Oxford OX1 1UP).

Vous rédigez **en anglais** une lettre circulaire qu'elle signera, à l'attention de votre dernière promotion d'étudiants maintenant entrés dans la vie active. Cette lettre-ci est adressée à John Chever, 112 Charing Cross Road, London WC2H 0EB.

Rédigez un courrier en anglais en respectant les consignes suivantes :

- Félicitez vos anciens étudiants pour l'obtention de leur diplôme d'Assistant de Manager en juin 2012 à OMBS, ainsi que pour leur embauche rapide dans des entreprises à dimension internationale.
- Rappelez, en termes élogieux, les caractéristiques de vos formations, notamment en Secrétariat Bilingue et Assistance de Manager, ainsi que la qualité de votre enseignement, accueil et soutien à la recherche d'emploi.
- Précisez les raisons pour lesquelles vous leur écrivez :
 - proposition d'abonnement à votre journal mensuel d'information en ligne gratuit.
 - invitation à la Journée des Anciens Etudiants (*Alumni Day*) qui aura lieu le 21 juin 2013.
 - invitation à compléter le questionnaire en ligne sur leur expérience professionnelle après cette première année passée dans le monde de l'entreprise.
- Date du jour – formules et remerciements d'usage – pièce jointe : le coupon-réponse pour la Journée des Anciens Etudiants.

(Ne rédigez pas la pièce jointe)

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