CONCOURS
COMMUN
INP

ÉPREUVE COMMUNE - FILIÈRES MP - PC - PSI - TSI - TPC

LANGUE VIVANTE B

ANGLAIS - ESPAGNOL

L'épreuve de langue vivante B est obligatoire pour l'EEIGM Nancy (filières MP, PC et PSI)

Mardi 30 avril : 17 h 30 - 18 h30

N.B. : si un candidat croit repérer ce qui paraît être une erreur d'énoncé, il le signalera par écrit :
- en cochant la case 40 A (1ʳᵉ ligne) ;
- en expliquant au verso *de la grille réponse les raisons des initiatives qu'il a été amené à prendre et poursuivra normalement son épreuve.*

L'usage d'un dictionnaire et de machines (traductrice, calculatrice, etc.) est strictement interdit.

INSTRUCTIONS GÉNÉRALES

Définition et barème
QCM en trois parties avec quatre propositions de réponse par item.

I.	Compréhension :	12 questions (10 points sur 20)
II.	Lexique :	12 questions (5 points sur 20)
III.	Compétence grammaticale :	15 questions (5 points sur 20)

Réponse juste : +3
Pas de réponse : 0
Réponse fausse ou réponses multiples : −1

Instructions
Lisez le texte et répondez ensuite aux questions.
Choisissez parmi les quatre propositions de réponse (A, B, C ou D) celle qui vous paraît la mieux adaptée. Il n'y a qu'une seule réponse possible pour chaque item.
Reportez votre choix sur la feuille de réponse.

Index "alphabétique"

ANGLAIS

SOCIAL MEDIA STARS FACE CRACKDOWN OVER MONEY FROM BRANDS

Consumer protection bodies in the UK and US are increasing their crackdown on Instagram "influencers", in an attempt to <u>rein in</u> the big business being done <u>covertly</u> on social media. Instagram's popularity with young people, and women in particular – in April it reported 700 million members – has led to a <u>roaring</u> trade between marketers and so-called influencers with
5 large and engaged followings. Members of the Kardashian family, who promote a range of products from "detox" tea to waist-training corsets to their tens of millions of followers, can reportedly command as much as $500,000 (£370,000) per post. [...]

With many paid-for promotions not disclosed, the <u>blurry</u> line between advertisements and heartfelt recommendations has led consumer protection bodies to take action against influencers
10 for pushing brands they have received payment from. In the UK, influencers have had to identify advertisements with the hashtags '#ad' or '#spon' (sponsored) since 2014. In April, the UK's Advertising Standards Authority (ASA) found the makeup blogger Sheikhbeauty to have <u>breached</u> the CAP Code for non-broadcast advertisements by failing to clearly label a post about a herbal detox tea brand as an advertisement.

15 This week the ASA ordered the reality television personality Sophie Kasaei to remove her own photo of the Flat Tummy Tea she had shared with her 1 million-plus followers in March. Though Kasaei had appropriately labelled the image an advertisement, the ASA <u>upheld</u> two issues with her post in its ruling on Wednesday. Kasaei's assertion that the tea could reduce water weight was found to be in violation of rules for marketing containing nutrition or health claims. In the
20 second part of the ruling, the name "Flat Tummy Tea" itself was found to have violated regulations because it did not make reference to a health or nutrition claim that was authorised on the EU's register. A spokesman for the ASA said that a brand name, in an advertisement, cannot refer to health-related wellbeing without appearing alongside an authorised health or nutrition claim, "which Nomad Choice Pty did not provide us with". He said the ASA was not asking that
25 Flat Tummy Tea change its name, but its ruling did "make it very difficult" for it to be used in an advertisement.

In recent years the US Federal Trade Commission (FTC) has also <u>ramped up</u> its efforts to get influencers to "clearly and <u>conspicuously</u>" disclose their relationships to brands. Letters from the FTC to celebrities reminding them of their obligations noted that many disclosures had not been
30 sufficiently clear. "Many consumers will not understand a disclosure like '#sp,' 'Thanks [Brand]', or '#partner' to mean that the post is sponsored", it said. Last week the FTC was in contact again with 21 of the original group, who received letters seeking clarity about specific posts that had been identified as potentially <u>non-compliant</u>. Reuters reported that the models Naomi Campbell and Amber Rose and actors Lindsay Lohan, Vanessa Hudgens and Sofia
35 Vergara were among those asked to respond by 30 September. The FTC also updated its staff guidance document on influencers and <u>endorsements</u> for the first time since 2015.

Despite the US agency's efforts to bring influencers to heel, much '#sponcon' remains unidentified. Analysis of the 50 most-followed celebrities on Instagram by the US marketing firm Mediakix in May found that 93% of posts promoting a brand were not compliant with the FTC
40 guidelines.

Instagram recently confirmed that it would soon begin rolling out use of a "Paid partnership with" tag to "more clearly communicate when a commercial relationship exists between a creator

and a business". It would be tied to the platform's first-ever branded content policy, restricting the posting of sponsored content to accounts with access to the tag. In the meantime, the FTC
45   hopes that its first action against individual social media influencers, settled last week, will send a message to others. On 7 September the American Trevor "TmarTn" Martin and the Briton Thomas "Syndicate" Cassell settled FTC charges that they had deceptively endorsed an online gambling service while failing to disclose that they jointly owned the company. The FTC had also alleged Martin and Cassell had paid gaming influencers between \$2,500 and \$55,000 to
50   promote the company, CSGO Lotto, without requiring them to disclose the payments.

Under the settlement the pair would be liable for hefty fines if found to have broken FTC rules in the future. Maureen Ohlhausen, the acting FTC chair, said consumers needed to know when influencers were being paid by the brands endorsed in their posts. "This should send a message that such connections must be clearly disclosed so consumers can make informed purchasing
55   decisions."

Adapted from *The Guardian*, September 16, 2017

I. COMPRÉHENSION
Choisissez la réponse qui vous paraît la plus adéquate en fonction du sens du texte.

1. From line 1 to line 7, it should be understood that consumer protection bodies:
(A) approve of online "influencers".
(B) try to fight against them.
(C) advertise for them.
(D) have no opinion about them.

2. From line 1 to line 7, it should be understood that the number of Instagram followers:
(A) is proportional to the number of influencers.
(B) has kept decreasing over the past years.
(C) has remained stable for a while.
(D) reflects the network's huge success.

3. From line 8 to line 14, it should be understood that influencers:
(A) are free to post their ads as they want.
(B) have to respect some specific rules.
(C) are never controlled by an official authority.
(D) are often made to pay fines.

4. From line 15 to line 26, it should be understood that Sophie Kasaei's post:
(A) was in conformity with the regulations.
(B) didn't win much success.
(C) raised two major health issues.
(D) broke two specific rules.

5. From line 15 to line 26, it should be understood that "Flat Tummy Tea":
(A) is the best cure against water weight in the body.
(B) has received the ASA's approval.
(C) was asked to change its name.
(D) did not conform to the EU's register.

6. From line 27 to line 36, it should be understood that the FTC:
(A) imposes some brands on influencers.
(B) has disclosed the relationships between brands and influencers.
(C) is imposing transparency on influencers.
(D) has forbidden influencers to deal with brands.

7. From line 27 to line 36, it should be understood that celebrities' disclosures:
(A) are often confused.
(B) are clearer and clearer.
(C) reflect official obligations.
(D) have recently been rejected by the FTC.

8. From line 27 to line 36, it should be understood that some celebrities including Naomi Campbell:
(A) had fully conformed to the regulations.
(B) were not concerned by the regulations.
(C) do not promote any brand.
(D) were asked to review their disclosures.

9. From line 37 to 40, it should be understood that the FTC's efforts:
(A) have proved successful.
(B) are being reinforced.
(C) have been criticised.
(D) have had few positive results.

10. From line 41 to line 50, it should be understood that Instagram:
(A) is taking measures for more transparency.
(B) has rejected the formal regulations.
(C) has remained neutral.
(D) is siding with celebrities.

11. From line 41 to line 50, it should be understood that Martin and Cassel:
(A) had to pay $2,500 and $55,000 in fines.
(B) had failed to disclose their relationship with an online gaming company.
(C) were paid a high sum to promote their company.
(D) had no contact with any influencer.

12. From line 51 to line 55, it should be understood that consumers:
(A) should be better informed.
(B) do not mind being informed.
(C) prefer not to know.
(D) are asking for further information.

II. LEXIQUE
Choisissez la réponse qui vous paraît la plus appropriée en fonction du contexte.

13. rein in (line 2) means:
(A) control
(B) invest in
(C) spy on
(D) slow down

14. covertly (line 2) means:
(A) openly
(B) entirely
(C) finally
(D) secretly

15. roaring (line 4) means:
(A) complicated
(B) profitable
(C) noisy
(D) emerging

16. blurry (line 8) means:
(A) curved
(B) clear
(C) indistinct
(D) important

17. breached (line 13) means:
(A) respected
(B) changed
(C) violated
(D) posted

18. upheld (line 17) means:
(A) cancelled
(B) questioned
(C) erased
(D) confirmed

19. ramped up (line 27) means:
(A) intensified
(B) reviewed
(C) stopped
(D) reduced

20. conspicuously (line 28) means:
(A) immediately
(B) visibly
(C) legally
(D) slowly

21. non-compliant (line 33) means:
(A) unclear
(B) non-conforming
(C) unfriendly
(D) dangerous

22. endorsements (line 36) means:
(A) refusals
(B) approvals
(C) pictures
(D) criticisms

23. gambling (line 48) means:
(A) phoning
(B) shopping
(C) complaining
(D) gaming

24. hefty (line 51) means:
(A) small
(B) fixed
(C) enormous
(D) undetermined

III. COMPÉTENCE GRAMMATICALE
Choisissez la réponse adéquate.

25. They'd rather …. the truth.
(A) not know
(B) not to know
(C) to not know
(D) they don't know

26.
(A) The more they cheat, the more they will pay.
(B) More they cheat, more they will pay.
(C) More and more they cheat, more and more they will pay.
(D) They cheat the more, they pay the more.

27. Influencers …. to be paid a lot.
(A) are told
(B) are said
(C) say
(D) tell

28. There …. on the net.
(A) are too much advertising
(B) is too much advertising
(C) are too many advertisings
(D) is too many advertising

29. They were asked …. their method.
(A) reviewing
(B) review
(C) to review
(D) to reviewing

30. After …. the report, they published it.
(A) finish
(B) to finish
(C) have finished
(D) finishing

31. Instead …. action, they ignored the problem.
(A) to take
(B) taking
(C) of taking
(D) to taking

32. However …., they will buy it.
(A) it is expensive
(B) expensive it is
(C) expensive is it
(D) is it expensive

33. If you …. careful, you …. such a mistake.
(A) are / would avoid
(B) were / would have avoid
(C) had been / would have avoided
(D) have been / would avoid

34. They had better …. to them.
(A) to not listen
(B) not to listen
(C) not listen
(D) not listening

35. They will publish the study when ….
(A) everything will be ready.
(B) everything is ready.
(C) everything is going to be ready.
(D) everything has been ready.

36. They …. this device …. years.
(A) have used / since
(B) use / for
(C) have used / for
(D) are using / since

37. They will never succeed …. everything.
(A) to control
(B) in controlling
(C) about controlling
(D) for control

38. They have got ….
(A) too little information.
(B) too few informations.
(C) too little informations.
(D) too few information.

39. They …. the measure a long time ago.
(A) have introduced
(B) have been introduced
(C) were introducing
(D) introduced

FIN