

EXAMEN DE FIN D'ÉTUDES SECONDAIRES GÉNÉRALES
Sessions 2023 – QUESTIONNAIRE ÉCRIT

Date :	16.05.23	Durée :	08:15 - 11:15	Numéro candidat :	
Discipline :	Anglais	Section(s) :	GED / GSH / GSI		

PART I: READING (20 marks)

Copy only the numbers / letters / words asked for onto your answer sheets. Do not copy questions!

TEXT 1: US companies target junk food ads to people of color

Johane Filemon is tired of beating back the ads for burgers, french fries, high-sodium chips, candy and soda – aimed not at her, but at her five young children. “You’ll see these ads pop up for sugary expensive cereals, to get the kids to pressure their parents to purchase these foods, and then you as the parent look like the bad guy because you’re not buying them,” Filemon says.

The nutritionist, whose children range from nine months to 11 years old, steadfastly blocks mobile game and internet ads so they aren’t exposed to junk food messaging at home. Still, the barrage is constant, says Filemon, who posts about parenting and nutrition on Instagram. They are on TV, YouTube, social media platforms, game-streaming apps and even mobile educational games. Filemon, who is Black, specifically worries about families of color, who she says are being systematically targeted with ads for unhealthy foods.

Her concerns are supported by a slew of research.

A new study published in November by the *Rudd Center for Food and Policy Health* at the University of Connecticut found that US food companies disproportionately market unhealthy food and drink – including candy, sodas, snacks and fast food – to Black and Hispanic children, teens and adults.

In 2021, Black youth and adults viewed up to 21% more food and beverage commercials than their white peers, according to the report, which also found food companies increased their advertising spend on Spanish language TV as a total proportion of their TV ad budget.

The study’s findings build on research that goes back more than a decade. In 2010, *Rudd Center* researchers found an increase in fast-food adverts geared towards children and they found Black children were exposed to 50% more fast-food ads than their white peers. A 2014 Arizona State University report revealed fast-food restaurants in predominantly Black neighborhoods were more likely to target advertising to children – including displaying kids meal toys and using cartoon characters.

As the advertising landscape changes, companies are finding creative ways to market their products. Many fast-food brands employ celebrities from Black and Hispanic communities, which can encourage young people of color to purchase their products, according to the *Rudd Center* report. McDonald's, for example, has partnered with rappers Saweetie and Travis Scott.

The success of targeted advertising exacerbates existing inequalities around diet and diet-related diseases in Black and Hispanic communities, the study concludes. While nearly one in five children in the US is categorized as obese, rates are higher among children of color: 26.2% of Hispanic children and 24.8% of Black children are classified as obese, compared to 16.6% of white children.

(434 words; adapted from *theguardian.com*; Dakota Kim; November 2022)

Read the text and identify the expressions that match the following definitions. Give one word only unless indicated otherwise. (8 marks, -1.5)

1. (phrasal verb) to force to retreat or withdraw
2. (adverb) without changing in your attitudes or aims
3. (adjective) repetitive or happening all the time
4. (adverb) in a way that is too large (or too small) when compared with something else
5. (noun) the money that is available to a person or an organization and a plan of how it will be spent over a period of time
6. (verb) to make something known, to show something that previously could not be seen
7. (verb) to make something worse, especially a disease or problem
8. (adjective) very overweight

TEXT 2: Screen age angst: how to raise happier kids in the digital age

Screens are a blessing for busy parents, especially those on their own: sit your child in front of CBeebies* or a video on your tablet and – hey presto! – you have 10 minutes to call a colleague, do the washing up or even take a shower.

But Dr Jeanne Shinskey, head of the Baby Lab, which studies infant learning and memory at Royal Holloway, University of London, says that before the age of two-and-a-half, children don't learn much from anything they see onscreen. **(-1-)**

There is also the displacement hypothesis: while your child is sitting in front of a screen, they're missing out on something potentially a lot more enriching, such as sharing a book. **(-2-)**

There are no specific UK guidelines for families with regard to screen time for small children, but the WHO recommends zero screen time for babies under a year, and an hour or less a day for two-to four-year-olds. **(-3-)** Spending 20 minutes or so watching a children's television channel with you around is much less detrimental to their development than spending long hours unsupervised watching adult-content TV.

The other important thing is the kind of content they're engaging with. **(-4-)** Content such as that found CBeebies* is ideal.

There is emerging research that too much screen time may lead to children having a small vocabulary, being less able to control their temper and being more temperamental and more aggressive. But an important caveat to this, says Shinskey, is that almost all these studies establish only correlation, not causality. "For example, does prolonged viewing lead to attentional difficulties, or is a child with attentional difficulties allowed more viewing?" There are also likely to be other factors that predict outcomes regarding screen exposure and development, such as parental stress and socioeconomic factors.

So is there any upside to screen time for small kids? **(-5-)** But that may be a high price to pay for the downsides.

(338 words; adapted from *theguardian.com*; Joanna Moorhead; December 2022)

*CBeebies is a British children's television channel

Read the article carefully, and then complete the text with the missing sentences. There is one sentence more than you need. (5 marks, -1.5)

A.

Some researchers have stressed that this is an ideal, and not workable in many families, and suggest a “harm-reduction” formula.

B.

What matters, says Shinskey, is that programmes are slow-paced, educational and age-appropriate.

C.

Most parents worry about technology, and while it’s important not to let this get out of hand, you need to address it with your child.

D.

“It’s very difficult for under-twos to learn from a video without adult help,” she explains, “because they have difficulty understanding the speech and do not see the relevance of onscreen events to real life.”

E.

“One thing is that their fine motor control is improved because of what they’re doing on touch screens,” says Shinskey.

F.

Research indeed suggests reading to small children has decreased in recent years: this is potentially damaging, says Shinskey, because reading books involves vocabulary that wouldn’t come up in everyday life.

TEXT 3: 'My balance is on zero': young Europeans on their first experience of inflation

In May 2021, while much of the world was still navigating Covid-19, the OECD warned that young people were being disproportionately hit by the crisis and that there was a risk of “long-term scarring” on their careers and on their economic outcomes. It also found that many young people were suffering from increased instances of depression and anxiety about jobs and personal finances. These worries have not gone away but the inflated cost of living rather than the pandemic, appears now to be acting as the main drag on younger lives.

High rents, low pay and high unemployment in Spain conspire to make living with parents the only option for many people in their twenties. At 32%, Spain has the highest youth unemployment rate in the EU. Aitana Moreno, 26, is a teacher who is studying for a masters in interpretation. She recently had to return to her hometown of Madrid from France where she previously had a teaching job. She now lives with her mother. “I have to study and work at the same time and I live with my mother because I do not have enough money to pay rent and to study,” she explains.

As well as spiralling rents, double-digit inflation for utilities, food and other goods are being felt for the first time by many young people. Many people are forced to make more fundamental cutbacks. “You always take care with what you buy and what you save, but now it’s off the scale,” 23-year-old Joachim Valente from Toulouse explains. “I used to buy more meat. I don’t buy so much now, maybe once or twice in a month because it’s too expensive. We have significant food price inflation, so you really have to look at what you buy”.

Matteo Leroux, 22 is an apprentice in electrical engineering. He earns €900 a month and lives alone in an apartment in Marseille that costs €400 a month. His biggest problem this winter is the cold. “The problem with my apartment is that there is no insulation. Sometimes I want to put the heating on, but I can’t because the energy bills cost too much.”

Aitana, Holly, Joachim and Matteo all said that they were not at all optimistic about the future of their country’s respective economies. “The news is so chaotic, when you watch it, you have the sense that everything is going wrong” said Aitana.

“If I had to leave the economy alone, hoping that it would get better by itself I would be absolutely pessimistic,” Joachim said. “The light in the darkness I see everywhere in Europe, is to see all these workers striking.”

(436 words; adapted from *theguardian.com*; Oliver Haynes; December 2022)

Decide if the following statements are true (T) or false (F) according to the article. If the information is not given in the text, the statement is considered false. (7 marks, -1.5)

1. The OECD excluded the possibility of a lasting impact of the pandemic on young people.
2. The pandemic is still the main cause of anxiety in young adults.
3. 32% of Spanish citizens do not have a job.
4. Even though Aitana Moreno had a job in France, she was forced to move back to her native country due to unaffordable rent prices.
5. A lot of young people can no longer maintain their previous standard of living.
6. Matteo Leroux keeps his home heated despite skyrocketing utility bills.
7. Joachim is hopeful that Europe-wide protests will lead to change.

PART II: SHORT STORIES (20 marks)

Answer the **TWO** questions on the short stories with close reference to the texts studied in class.

1. The Third and Final Continent – Jhumpa Lahiri (10 marks)

Describe and comment on the difficulties the narrator and his wife encounter while adapting to life in the US.

2. The Doll's House – Katherine Mansfield (10 marks)

How are the Burnell sisters different from each other?

PART III: ESSAY (20 marks)

Write a well-structured essay of 250-300 words on one of the following topics. Clearly indicate which topic you have chosen. Please indicate the number of words used.

1. Education is a powerful weapon. Discuss.

OR

2. The future is bright. Discuss.