Concours National d'Accès aux Ecoles de Management

Edition 2018

Filière : ECT & ECS

Epreuve : Anglais

Durée : 2 heures

Notes à lire par le candidat :

- Le candidat doit obligatoirement utiliser le cahier de composition pour répondre à cette épreuve.
- Chaque candidat n'a droit qu'à un seul cahier de composition.
- Le candidat doit écrire ses informations en haut de la 1ere page sur son cahier de composition, avant de commencer à rédiger, pour valider sa feuille de composition.
- L'usage de toutes machines (calculatrice, traductrice, etc.) ou dictionnaire est strictement interdit.
- Si un candidat est amené à repérer ce qui peut lui sembler être une erreur d'énoncé, il le signalera sur sa copie et devra poursuivre sa composition en expliquant les raisons des initiatives qu'il a été amené à prendre.
- **Le candidat doit donner des réponses concises et justifiées pour chaque tâche.**

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Read the following article and answer the questions below:

Culture's role in environmental change

The live and digital work of the cultural and creative industries is key to a low carbon transition and future, says Hannah Rudman

A huge body of science has built up over the last 50 years to prove that climate change is anthropogenic: human-made. The balance of nature is being significantly affected by the amount of carbon dioxide (CO_2) humans and their industry have pumped into the atmosphere, and we have simultaneously chopped down the planet's capacity to absorb the excess CO_2.

We've also exploited to peak points, without properly paying for, the earth's natural but finite resources. The increase in global temperatures these actions have created affect the balance of nature, causing effects we are all too familiar with.

But what have the cultural and creative industries got to do with this predicament? Just because we are not seen as a significant part of the emissions/pollutant emitting and natural resource using problem, it does not mean we shouldn't be a key player in the solution.

We face daunting challenges that will affect us domestically as well as globally. Climate change is not just about the climate – it will have huge knock-on effects on human rights, economics, democracy, equality and social and civil justice landscapes.

The cultural and creative industries already make work that reflects implicitly and explicitly on these issues listed above. We already stir the imaginations, minds, emotions, spirits and souls of audiences on these subjects. So why is environmental sustainability the topic so often missing from the list? The window for averting climate change is narrow. If we want to choose our own path, not have one forced upon us, we need to take responsibility and act now. We must have the courage to programme much more work about environmental issues.

And if we're programming about it, and forming a position on it, we must also seek to have integrity with that in how our organisations and practices operate.

The national digital development programme AmbITion Scotland (designed and project managed by Rudman Consulting and Culture Sparks) seeks to support organisations hoping to make environmentally sustainable operational changes – from products to audience engagement – using digital tools.

The Touring Network have used the support of AmbITion Scotland to create Tourbook, an online social network for promoters and touring companies focusing on bringing work to remote geographical areas. It encourages a change in behaviour, away from more analogue forms of social networking: meetings! Digitising some of the work done in these meetings cuts back the carbon footprints of the promoters as they avoid travel to do business, but it also makes immediately public when artists are in Scotland.

We need to provide more ways, like those listed above, of encouraging personal engagement with the new actions around sustainability and the environment. The many ways in which the arts, cultural and creative industries can enable each individual to change their own actions, develop their own learning and expand their creative imagination, is incredibly important for achieving the kind of changes a low carbon transition and future demand.

As a sector we are a powerful collective imagination and a trusted voice – we must tell stories of hope and warning about what the future holds. Our disruptive, audacious thinking can get people engaged. Our stories about ecological sustainability and greener living will be essential to preparing us all for a new ecosystem. Statistics cannot motivate us in the same way stories can.

The Guardian, Hannah Rudman - Mon 15 Jul 2013

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Section One: Reading Comprehension& Version

Task One: Reading Comprehension

What is the main idea of the article in your own words.

Task Two: Version

Translate the paragraph in italics into French.

Section Two: Essay Writing

Write a four-paragraph persuasive essay on the following statement. Argue either for or against (take only one position)

"People should try to change their behaviours and attitudes towards the environment in order to ensure sustainable development."

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