

Modèle CCYC : ©DNE Nom de famille (naissance) : (Suivi s'il y a lieu, du nom d'usage)	
Prénom(s) :	
N° candidat :	
Né(e) le :	
	N° d'inscription :

(Les numéros figurent sur la convocation.)

1..1

Compréhension de l'oral, de l'écrit et expression écrite

L'ensemble du sujet porte sur l'**axe 3** du programme : **Art et pouvoir**.

Il s'organise en trois parties :

- 1. Compréhension de l'oral ;**
- 2. Compréhension de l'écrit ;**
- 3. Expression écrite.**

Afin de respecter l'anonymat de votre copie, vous ne devez pas signer votre composition, ni citer votre nom, celui d'un camarade ou celui de votre établissement.

Vous disposez tout d'abord de **cinq minutes** pour prendre connaissance de **la composition** de l'ensemble du dossier et des **consignes** qui vous sont données.

Vous allez entendre trois fois le document de la partie 1 (compréhension de l'oral).

Les écoutes seront espacées d'une minute.

Vous pouvez prendre des notes pendant les écoutes.

À l'issue de la troisième écoute, vous organiserez votre temps (**1h30**) comme vous le souhaitez pour rendre compte **en français** du document oral et pour traiter **en anglais** la compréhension de l'écrit (partie 2) et le sujet d'expression écrite (partie 3).

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1.1

Les documents :

- Document video

Titre : *The Power of the She-Conomy*

Source : *Nasdaq Trade Talks*, 30th August 2023

- Texte 1

TAYLOR SWIFT AND BEYONCÉ GET THEIR OWN PRESS CORPS

Newspapers rarely assign a reporter to cover a single artist. But Swift and Beyoncé are cultural forces whose tours continue breaking records.

Gannett, the largest newspaper chain in the United States, has announced that it would hire reporters to cover two of the biggest names in music: Taylor Swift and Beyoncé.

5 Amid the zeal around both artists' record-breaking tours this year, Gannett said in separate announcements on Tuesday and Wednesday that it was looking for two reporters who could capture the significance of their music, their growing legacies and the effect both women have had across the music world.

10 The two reporters would be writing for *USA Today* and *The Tennessean*, the publisher's newspaper in Nashville, where Swift began her career as a country darling before selling out stadiums across North America on her record-breaking Eras Tour.

15 In its job description for the Beyoncé reporting job, Gannett said on Wednesday that it was seeking a journalist who could cover how the "international superstar and icon's impact is felt across generations," and how she has been "a force in everything from how the country views race to how women think about their partners."

Gannett said on Tuesday that the reporter covering Swift would have to "identify why the pop star's influence only expands, what her fan base stands for in pop culture."

New York Times, 13th September 2023

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1.1

• Texte 2

The Federal Reserve says Taylor Swift's Eras Tour boosted the economy. One market research firm estimates she could add \$5 billion

The Federal Reserve Bank of Philadelphia announced this month that Taylor Swift's tour helped boost travel and tourism in the region, a claim also made by several other U.S. cities regarding the musician's widely popular concerts.

Market research firm QuestionPro estimated last month that her tour could help add \$5 billion to the worldwide economy. [...]

"Taylor Swift is a force to be reckoned with," Julie Calvert, president and CEO of Visit Cincy, told WKRC. "The economic impact Swift creates is staggering, as fans travel from far and wide to attend her concerts, filling hotels, restaurants, and local attractions. Swift's influence on tourism is a testament to her ability to captivate audiences and drive economic growth."

The weekend Swift performed, downtown Cincinnati hotels grossed \$2.6 million, according to the local CBS affiliate.

Santiago Corrada, CEO of Visit Tampa Bay, told WTOG, a CBS affiliate, that Swift's concerts had a "huge impact."

"I would say on the hotel side of things, pretty similar to a Super Bowl," Corrada said. The Eras Tour has grossed more than \$300 million so far according to PollStar, a trade publication for the live music industry. More than 1.1 million tickets have been sold at an average price of \$253.

In a survey of 596 people, QuestionPro found that Swift concertgoers spent an average of \$1,300 per show on expenses like tickets, outfits, travel and food — which was an average of \$720 higher than their intended budget.

An influx of Beyoncé fans for two May shows in Stockholm, Sweden, also made an economic impact there. Hotel prices skyrocketed and inflation was bumped up 0.2% that month, Danske Bank Chief Economist Michael Grahn told the Financial Times, describing her impact on the economy as "very rare."

"Beyoncé is responsible for the extra upside surprise this month," Grahn told the *Financial Times*. "It's quite astonishing for a single event. We haven't seen this before."

Forbes projected that Beyoncé's Renaissance Tour could gross \$2 billion, while Swift's Eras Tour could gross \$1.6 billion.

CBS News, 18th July 2023

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1.1

1. Compréhension de l'oral (10 points)

Vous rendrez compte, **en français**, de ce que vous avez compris du document.

2. Compréhension de l'écrit et de l'ensemble du dossier (10 points)

a. Compréhension des texte(s)

Give an account, **in English** and in your own words, of text 1 and then of text 2.

In your **account of text 1**:

"Gannett, the largest newspaper chain in the United States, has announced that it would hire reporters to cover two of the biggest names in music: Taylor Swift and Beyoncé." (ll.3-4)

Explain the decision of this newspaper using elements from the text.

In your **account of text 2**:

What kind of impact did both Taylor Swift and Beyoncé have? Justify your answer.

After your accounts of text 1 and text 2, answer the following question:

What is the She-conomy?

3. Expression écrite (10 points)

Vous traiterez **en anglais**, et en 120 mots minimum, **l'un des deux sujets suivants au choix**:

Sujet A

Is music a source of empowerment for women?

Sujet B

To what extent should artists be considered contributors to the economy?