

BACCALAURÉAT GÉNÉRAL

Session 2017

ANGLAIS

Langue Vivante 1

Durée de l'épreuve : **3 heures**

Séries ES/S – coefficient : 3

Série L langue vivante obligatoire (LVO) – coefficient : 4

Série L LVO et langue vivante approfondie (LVA) – coefficient : 8

L'usage de la calculatrice et du dictionnaire n'est pas autorisé.

Ce sujet comporte 5 pages numérotées de 1/5 à 5/5.
Dès que ce sujet vous est remis, assurez-vous qu'il est complet.

Répartition des points

Compréhension	10 points
Expression	10 points

Document A

Publishers predict India will become the world's biggest market for books in the English language within a decade.

Mills & Boon's popular romantic novels were launched in India exactly two years ago and doubled their sales in the past year. "We are looking to expand still further in 2010," Singh says.

5 The publisher, Harlequin Mills & Boon, is far from the only beneficiary of a boom in book sales that is sweeping India. Dan Brown's sequel to *The Da Vinci Code*, *The Lost Symbol*, has already sold 100,000 in hardback alone.

Aravind Adiga's Man Booker winner *The White Tiger* has sold more than 200,000 copies since its publication in 2008.

10 Driving the demand is the country's continuing economic boom – 6.7% growth in 2009 despite the global crisis – and the tastes of the new Indian middle class.

"It is a forward looking generation," said Singh. "The low hanging fruit¹ for us is the single working woman who has money in her hands, the liberty to read, no responsibilities yet, no husband, children and so on."

15 In the next decade, publishers forecast that India will become the biggest English language book-buying market in the world. New distribution networks and an increasing presence of chains of major bookstores are also fuelling the expansion.

"At the moment the market is probably about 5 million people," said Anantha Padmanabhan, Penguin's director of sales in India. "That is set to increase dramatically."

20 India has a history of producing internationally successful prize-winning authors who have enjoyed huge popularity at home. Arundhati Roy's *The God of Small Things* in 1997 was a breakthrough, according to Padmanabhan. Since then there have been two more Indian winners of the Man Booker prize. What is on the *New York Times* bestseller list will be a hit too in India, Padmanabhan said.

25 However the real popular success is independent of the taste of international readers for the relatively highbrow².

30 In a recent survey the four most popular books in India were all by Chetan Bhagat, a former investment banker turned author who has sales totalling more than 3m in the last five years and whose most recent work, *Two States*, has shifted a million copies in under four months.

Writing about the lives of India's aspirant middle class young, Bhagat has "pan-Indian³, pan-age group" appeal, said Kapish Mehra, the managing director of his publisher, Rupa. The author himself explained that one key to his success was the "huge aspiration for the English language".

35 "This is not like the mature English literature market. Instead it needs an English that is highly accessible, simple, and with stories that are still interesting and relevant," Bhagat said.

40 The sales of both Mills & Boon books and those by Bhagat are helped by the fact that each book costs between 95 and 125 rupees – between £1.25 and £1.80. Though still a lot of money when rickshaw pullers earn 50p a day, they are affordable for the class they are aimed at. And although at 699 rupees (£9.50), *The Lost Symbol* in hardback is more expensive, it is still affordable among India's middle class.

Jason Burke, *The Guardian*, March 3, 2010

¹ The low hanging fruit: the most obvious opportunities, the most easily obtained.

² Highbrow: intellectual.

³ Pan-Indian, pan-age group: for all Indians, for all ages.

Document B

I once had a dream about Shah Rukh Khan, when I — and I guess he — was in my 20s. I dreamt I had gone to meet a friend, an assistant director on a film starring Shah Rukh. She was busy, so he kept me company. It was like talking to your college crush — excited inside, effortlessly chatting outside. As I was leaving, he
5 said, “Wait, what’s your number? I’ll give you a missed call so you’ll have mine.” Our eyes met and I woke up. In those days, I could not afford a cell phone. Whenever it came, though, it would have Shah Rukh’s number in it. What better reason to buy one?

This is a quintessential SRK dream. SRK is the bright star who has illuminated the
10 skies over 25 years of liberalisation. Mixing the everyday and the romantic, he has created an appetite for opportunity and a readiness for consumer goods — in this dream, for instance, a cell phone, as symbolic of Indian liberalisation as SRK. Through his on-screen and off-screen persona, SRK has helped middle-class India navigate liberalisation — its possibilities, its cultural and emotional puzzles, its
15 anxieties and desires.

Visibly, SRK has danced, romanced, risen and fallen, married, divorced, cheated and even died against the backdrop of Punjabi¹ mustard fields, an abbreviated New York, a thumbnail version of London, and several Eurail² stops, offering a new imagination of being Indian, and where those Indians can go.

Paromita Vohra³, *The Indian Express*, July 24, 2016

¹ Punjabi: from Punjab, a region of India.

² Eurail: a train pass for all European railways.

³ Paromita Vohra is an Indian filmmaker and writer.

NOTE IMPORTANTE AUX CANDIDATS

Les candidats traitent le sujet **sur la copie qui leur sera fournie** et veillent à :

- respecter l'ordre des questions et reporter les repères sur la copie (numéro ou numéro et lettre, etc) ;
- faire toujours suivre les citations du numéro de la ou des ligne(s) ;
- recopier les phrases à compléter **en soulignant** l'élément introduit ;
- répondre **en anglais** aux questions.

I. COMPRÉHENSION (10 points)

Tous les candidats traitent les questions de 1 à 4.

Document A

1. What is the main theme of the document?

Lines 1 to 24

2. Find the following elements in document A:

- a) A publisher of romantic novels.
- b) Two famous Indian writers.
- c) An American best-seller.
- d) A literary prize.

3. How have the book sales evolved in India over the last few years? Quote from the text to support your answer.

4. True or false? Justify each answer by quoting from the text.

- a) The professionals think that book sales will be stable in the future.
- b) More and more Indians buy books because they have more money.
- c) More and more Indians like reading books.
- d) Indian writers are very popular all over the world.

Seuls les candidats de la série L composant au titre de la LVA (Langue Vivante Approfondie) traitent la question 5.

5. Who is an ideal target for Indian publishers? Explain why.

Tous les candidats traitent les questions de 6 à 9.

Lines 25 to 42

6. What are the keys to Chetan Bhagat's success? Answer in your own words and support with quotes from the text.

7. What makes Indian literature written in English so popular for middle-class readers? Find three elements.

Document B

8. Who is Shah Rukh Khan (SRK)?

9. Explain in your own words Paromita Vohra's experience in the first paragraph (lines 1 to 8).

Seuls les candidats des séries S/ES traitent la question 10.

10. What has SRK made Indian people realize?

Seuls les candidats de la série L composant au titre de la LVO (Langue Vivante Obligatoire) traitent la question 11.

11. What does the author mean when she says: "he has created an appetite for opportunity"? (ll. 10-11)

Seuls les candidats de la série L composant au titre de la LVA (Langue Vivante Approfondie) traitent les questions 12 et 13.

Focus on lines 9 to 19

12. What vision of the world do SRK's films give (themes and places)? Is this vision realistic?
13. How has his success accompanied India's changing middle class?

Tous les candidats traitent la question 14.

Documents A and B

14. To what extent do documents A and B illustrate the idea of progress?

II. EXPRESSION (10 points)

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

Les candidats des séries ES, S et L qui ne composent pas au titre de la LVA (Langue Vivante Approfondie) traitent les sujets 1 ET 2.

1. What impact can celebrities have on ordinary people's lives? (150 words, +/- 10%)
2. How can you explain the success of best-sellers? (150 words, +/- 10%)

Seuls les candidats de la série L composant au titre de la LVA (Langue Vivante Approfondie) traitent les sujets 3 ET 4.

3. What impact can celebrities have on ordinary people's lives? (150 words, +/- 10%)
4. What makes a story "interesting and relevant" to you? (250 words, +/- 10%)