

2ème année  
Année 2018-2019

DÉPARTEMENT LANGUES & CULTURES

ÉPREUVE ÉCRITE  
D'ANGLAIS

Mardi 4 juin 2019  
Durée : 2 heures 30  
9h30-12h

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Recommandations importantes : - *laisser une marge suffisante*  
- *écrire lisiblement et à l'encre*  
- *prendre le temps de se relire*

**Attention : veuillez sélectionner le sujet correspondant à votre enseignant de P3 et à votre niveau**

**Aucun document n'est autorisé**

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| <b><u>IT / ID: Patrick MASON</u></b> | <b>B2 / C1</b><br>463tLANG |
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Choose one of the subjects below and write a well structured essay of around 400 words covering the areas listed.

**1: Over The Top Services (OTT)**

What is an OTT service, give examples

What impact do OTT services have on telecommunications operators (telcos)?

What options are open to telcos faced with the rise of OTT?

**OR**

**2: Ethics in the Digital and IT Industry**

What is meant by business ethics?

What particular issues do companies in the digital and IT industries face related to business ethics?

Give an example (or examples) we saw in class, or that you are aware of.

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| <b><u>British Humour: Steve BROWN</u></b> | <b>C1/C2</b><br>483rANG |
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(Important note: the word limit of 600 words *emphatically* does **not** apply to essays on British Humour. You may write as much as you like, with the proviso that if you extend beyond the fourth page, it had better be good.)

With extensive reference to material studied in class, and any other material relevant to your arguments, answer *either* question 1 *or* question 2.

**Question 1.**

In 1982, Pierre Desproges said « On peut rire de tout, mais pas avec tout le monde. » Does comedy have limits?

**OR**

**Question 2.**

What do the philosophers, ancient and modern, have to teach us about comedy?

***Terra Australis Incognita: Australia past and present***

Essay: 400 words

**Shannan Dodson for IndigenousX<sup>1</sup>, *The Guardian***

**Tue 26 Mar 2019**

*“It is unacceptable and a national disgrace that there have been at least 35 suicides of Indigenous people this year – in just 12 weeks – and three were children only 12 years old. The Kimberley region<sup>2</sup> – where my mob are from – has the highest rate of suicide in the country. If the Kimberley was a country it would have the worst suicide rate in the world. [...] When we’re talking about Indigenous suicide, we have to talk about intergenerational trauma; the transfer of the impacts of historical trauma and grief to successive generations. [...] Suicide is a complex issue, there is not one cause, reason, trigger or risk – it can be a web of many indicators. But with Aboriginal and Torres Strait Islander people intergenerational trauma and the flow-on effects<sup>3</sup> of colonisation, dispossession, genocide, cultural destruction and the stolen generations are paramount to understanding high Indigenous suicide rates”.*

Using the various written, aural and/or visual material studied in and out of class, what is *your* understanding of Shannan Dodson’s opinion? In other words, do you think that “colonisation, dispossession, genocide, cultural destruction and the stolen generations” can explain the high Indigenous suicide rates? Why? Why not? Use examples to justify your answer. Please read over your work before handing it in.

**OR**

Using the various written, aural and/or visual material studied in and out of class, including the activities you did over the course of the 10 weeks, write a 400-word course description of *Terra Australis Incognita: Australia past and present*. Imagine that your course description will be put on the École Polytechnique online catalogue and read by fellow students who did not attend the class. You can choose to include all topics / themes covered or make a selection in which case you will need to deal with them in more detail. Please read over your work before handing it in.

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<sup>1</sup> *Shannan Dodson is a Yawuru woman and a digital and communications specialist. Guardian Australia is proud to partner with Indigenous X to showcase the diversity of Indigenous peoples and opinions from around the country.*

<sup>2</sup> northern Western Australia.

<sup>3</sup> effects, etc. are ones that happen as a result of something else.

**I. You may want to reflect on the following...**

*Beauport used to be a rural area home to dozens of vegetable farmers. "There was no urbanization at all," says Daniel Bédard, owner of Ferme Bédard et Blouin. "The 1960s is when it all started."*

*That's when developers began snapping up lands owned by aging farmers. In the decades that followed, Quebec City sprawled into Beauport. More buildings sprang up. Traffic clogged the main street. The number of farms dwindled. But there were always a few holdouts that anchored the area in its agricultural roots, chief among them a congregation of nuns called les Soeurs de la Charité (Sisters of Charity). The sisters owned 500 acres of land that, for more than 100 years, was used primarily for grain and seed production.*

*That is, until 2014, when the nuns sold their land for an astronomical CDN \$39 million (plus \$14 million in built-in interest) to Michel Dallaire, a private developer who intends to use part of the land to build 6,500 housing units—many of them single-family homes and townhouses. "That was the trigger," says Monique Gagnon, spokesperson for Voix Citoyenne ("Citizens' Voice"), a grassroots advocacy group opposed to housing development on these lands. The city has since used the Dallaire opportunity to request the de-zoning of at least 1,000 acres of agricultural land in Beauport and another 400 acres west of the city, in St-Augustin, in order to grow its urban perimeter.*

*Quebec City, metro population 800,000, believes that it will need an additional 28,200 households between now and 2036 if it wants to keep pace with divorce rates and immigration. This oft-cited figure is fundamental to the reasoning for the Beauport project—but it's only part of the story.*

*With 382,000 existing housing units, Quebec City actually has an oversupply of housing—particularly condos—which has caused real estate prices to stagnate in recent years. It also has a low birth rate and an aging population. "We're probably at the end of strong growth, and are probably going toward stagnation or small growth unless there's massive immigration," says Erick Rivard, an architect, urban designer, and university professor based in Quebec City.*

*With a population density of just 608 people per-square-mile, the city also has a notable sprawl problem (for reference, New York City has a density of 27,000 people per-square-mile). The city's proposed urban development plan looks to maintain this land-use ratio, and it has every incentive to do so. Because the city gets most of its money from property taxes, the more high-value real estate development it greenlights the easier it is to fill its coffers.*

*Tracey Lindeman, The Atlantic, Jan 16 2019*

**Reflecting from the article and other examples to illustrate your point, you will try to imagine solutions to develop cities while keeping greenfields and integrating them to metro areas.**

Please write a 400 word essay to structure an answer at the best of your ability.

**II. ... Or you may feel like going for the one below**

**What future mobility to connect car-dependent suburbs together and create vibrant communities? Sketches and (deviant) art welcome.**

Please write a 400 word essay to structure an answer at the best of your ability.

**ANSWER ANY ONE OF THE FOLLOWING QUESTIONS**

1. Write a **thesis driven essay** on any Human Rights issue that affects the world at large. Write keeping in mind that the main argument of the thesis statement should be developed in body paragraphs with clear examples and an appropriate conclusion. (400 words)

**OR**

**2. Write a Short Report**

The Human Rights Association of Ecole Polytechnique that you work for, wishes to choose just ONE of the following three organizations for this year's project: Amnesty International, Oxfam and Greenpeace.

All three have interesting missions concerning human rights or environmental issues, so you must select the one that you think has the MOST MEANINGFUL IMPACT on people and the planet in the long term.

Look at the information below to compare and contrast the three organizations. Justify your final choice to the Project Head of Ecole Polytechnique in a SHORT REPORT, respecting the correct format (headings etc...) (400 words)

**Amnesty International**

Human rights issues: Welcoming refugees; ensuring the right to movement; opposing the existence of detention camps and tents; being involved in stop torture campaigns; fighting for the right to free speech; supporting the right to life and the freedom of prisoners of conscience.

**Oxfam**

Human rights issues: Supporting the right to decent living; fighting against poverty; providing clean water, food, hygiene and sanitation to the poor and needy; conserving scarce natural resources; working for gender justice and women's rights; promoting sustainable development.

**Greenpeace**

Environmental issues: Giving support for renewable forms of energy; finding real solutions to counter plastic pollution; protecting the forests and the oceans; tearing apart the way corporations and governments collude to make a profit at the expense of people and planet.

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| <b><u>Art of Advertising: Karin MORGAN</u></b> | 463kANG (B2/C1)<br>483uANG (C1/C2) |
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Choose ONE of the following questions below: (400-500 words)

1) Wonderbra adman Trevor Beattie claims that the 30 second ad has had its day since “as a unit of consumption it is tired, boring and old-fashioned.” Instead, he favours either a 5 second ad or a long one. He believes the digital era has led to a “tapas existence” whether it be food, news, media etc. and that we are currently able to absorb information in 5 seconds or less. His FCUK (French Connection UK) billboard based campaign took 2 seconds for people to register. Thus his idea is to apply that notion to TV ads by “bringing a sense of that billboard mentality to the moving pictures.”

To what extent do you agree with this approach to TV advertising? Discuss with reference to the course.

**OR**

2) Some critics argue that advertisements are becoming too absurd when what they need is to be hilarious. However, Julia Miller (‘Comedy with a Human Face,’ Advertising Age 1992) warns that “humour in advertising is like a gun in the hands of a child. You have to know how to use it. Otherwise, it can blow up on you.”

In light of the above, do you think that British advertising is effective or not? Discuss in relation to adverts analysed in class.

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| <b><u>Beyond the Human: Sarah BOUTTIER</u></b> | <b>B2/C1</b><br>463rANG |
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Please answer **one of the two questions** (400-500 words)

1. What is humanism, and how has it been challenged throughout the centuries? Base your argument on our work in class as well as your own culture using precise examples.

**OR**

2. What is it like to be a nonhuman animal, a plant, or a robot? Imagine you are a nonhuman being in a given situation. Both the nonhuman being and the given situation must be made clear early in the text. How do you perceive and react to your environment? What are your thoughts? Your narrative must have a beginning and an end.

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| <b><u>Beyond the Human: Sarah BOUTTIER</u></b> | <b>C1 / C2</b><br>483pANG |
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Please answer **one** of the two questions (600 words)

1. What is humanism, and how has it been challenged throughout the centuries? Base your argument on our work in class as well as your own culture using precise examples.
2. What is it like to be a nonhuman animal, a plant, or a robot? Imagine you are a nonhuman being in a given situation. Both the nonhuman being and the given situation must be made clear early in the text. How do you perceive and react to your environment? What are your thoughts? Your narrative must have a beginning and an end.

**Topic 1:**

Exit Brexit! The months-long deadlock on the Brexit issue needs to be broken. Write a speech to oppose Brexit, using arguments illustrated in the slogans below. Additional arguments will be welcome, references to British culture a bonus. (500 words)



**OR**

**Topic 2:**

‘A commencement speech, simply, is an opportunity to share your experience, values and advice. The precise form is up to you. This affords the speaker a platform to say amazing, unlimited things.’ (Anthony Trendl, executive speechwriter)

You have been asked by the Ecole polytechnique to write a commencement speech for next year’s X17 graduation ceremony. You will need to emphasise the highlights of the school, both academic and otherwise. (500 words)

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| <b><u>Around the world: Dennis DAVY</u></b> | <b>B1/B2</b><br>433aANG |
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***Either***

Which of the countries studied on this course would you most like to visit? Which would you least like to visit? Give a detailed justification of the two countries that you choose.

***Or***

How has your image of the English-speaking world changed after following this course? You should refer to a variety of countries and territories from different parts of the world.

*Your answer should consist of at least three well-constructed paragraphs (a total of at least 400 words). Please proofread your essay carefully for spelling and grammatical mistakes and pay attention to your style and handwriting.*

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| <b><u>Comics: Fabienne ROBINSON</u></b> | <b>B2/C1</b><br>463dANG |
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**Topic 1:**

In *The Role of Stereotypes*, Leeds academic Richard Dyer explains that stereotypes may serve the function of representing and categorizing people to make sense of society and to maintain order.

Do you believe that the use of stereotyping structures in comic books may provide readers with useful clues on moral issues, or conversely reinforce misrepresentations on gender, race and other social issues? (500 words)

**OR**

**Topic 2:**

**Marvel is Looking for Contributors!**

Stan the Man, RIP!

The Comics company is looking for a young inspired writer to renew the Marvel Universe with a hero(ine) who is brand-new, yet will remain true to the spirit of the brand.

Expand on the physical and moral characteristic features of your hero(ine), his / her costume, and possible developments (weapons, sidekick, arch nemesis). You may use a storyline to introduce all these features.

(500 words)

Illustration(s) will be a bonus!



**Answer ONE of the following essay questions. (~400 words)**

In either case your essay will be structured, will reflect on both form and content and will show perspective vis-à-vis both the intradiegetic and extradiegetic levels – and of course the links between both.

You will make detailed reference to some of the various approaches studied in class (narrative structure, editing, script, acting, camera [physical and metaphorical viewpoints, various types of shots], direction, cast, props, lighting, sound, set, costumes, production, staging, genre, viewers' implication, serial and episodic points of view...)

### **Question 1**

Gender roles.

You could, for example, choose to focus on 'male versus female' representations. Or you could choose another angle that you deem relevant when it comes to gender roles in TV series.

**OR**

### **Question 2**

To what extent have US TV series helped the fights of political minorities?

**Choose one of the two following essay questions and provide a 500-600 word response.**

1) "Even when disguised through other terms, such as 'agency', 'consciousness', and 'intention,' we learn over and over that humans are different from the rest of the world because we look forward – while other species, which live day to day, are thus dependent on us. As long as we imagine that humans are made through progress, nonhumans are stuck within this imaginative framework too." – Anna Lowenhaupt Tsing

What does this author imply about the relevance of notions we have discussed this period – agency, consciousness, intention for example – and do you agree with these implications? How do you personally conceive of the human condition? Have the conditions of our existence changed over time or are there some immutable factors you deem essential?

2) Is there such a thing as moral knowledge? Discuss whether or not human beings have an a priori intuition, idea or understanding of right and wrong, of just and unjust, or of good and evil. Feel free to incorporate the arguments of thinkers we've discussed throughout the course.

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| <b><u>Crossing Borders: Jeffrey SWARTWOOD</u></b> | <b>B2/C1</b><br>463IANG |
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During this period, we have discussed multiple border crossings – in film, in literature, in public policy – whether cultural or national. Today, you will choose ONE of the following topics to develop in an essay of approximately 500 words. Please develop your ideas thoroughly, and remember that spelling and grammar do count.

Also, make sure that you write the full course title and number along with your teacher’s name on the test answer booklet.

**Topic 1)**

We have discussed the subject of morality versus legality in the context of borders, a subject which is particularly interesting in the context of immigration. Whether in France or in the United States, there is a great debate about how illegal immigrants should be treated, and about the legal and moral responsibility of citizens in the case of those who offer aid to illegal migrants or immigrants. Please take a position on this issue and justify your opinion with examples.

**Topic 2)**

After nearly a generation of deconstruction of borders, many countries and cultures are now once again focusing on the rebuilding of national and cultural boundaries. In a globalized economy, and in an era of easy communications, are borders still effective? Still relevant? Discuss the present and future status of borders as you see them in a short essay – making sure to define which borders you choose to examine!

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| <b><u>Science Fiction: Christopher ROBINSON</u></b> | <b>C1/C2</b><br>483kANG |
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**Read the following statement:**

“The anthropology of the alien sounds like a contradiction in terms. *Anthropos* is man, anthropology the study of man. The alien, however, is something else: *alius*, other than. But other than what? Obviously man. The alien is the creation of a need— man's need to designate something that is genuinely outside himself, something that is truly nonman, that has no initial relation to man except for the fact that it has no relation ... For it is through learning to relate to the alien that man has learned to study himself.”

— George E. Slusser and Eric S. Rabkin

**Now choose ONE of the following options to write a 500-600 word text.**

1. Keeping the statement above in mind, analyse an alien in a novel, film or game of your choice. How does the creature contribute to an understanding of what it means to be human? Or might it serve some purpose other than what Slusser and Rabkin claim?
2. Write a story about an alien (which need not be an extraterrestrial according to Slusser and Rabkin’s definition).

Write 400-500 on A or B, demonstrating knowledge of your subject, mastery of rhetoric and flawless English.

*(Any images that have found their way onto this page are purely gratuitous.)*

A) You are an ambitious young Labour MP for Sunderland Central. While your constituency is a traditional working class Labour heartland, it voted overwhelmingly for Brexit in 2016 and UKIP is trying to make gains.



Many of the most influential party activists in your constituency - and perhaps also the national leadership - welcome leaving the Single Market as an opportunity to remake Britain as a socialist state. Although you personally are a Remainer, you feel duty-bound to represent the views of your area. You are determined not to be branded 'out of touch' or even a 'traitor' by hard-left rivals in your local party who will deselection you and replace you as MP if you try to stop Brexit.

On the other hand, you need to reassure business leaders and swing voters in your constituency that you understand their concerns and have the long-term interests of the country in mind.

Parliament will soon be voting on whether to hold a second referendum. Write a letter to your local newspaper announcing your vote and explaining your reasons as diplomatically as possible - to keep your seat you'll need to minimise the number of people you annoy!

\*\*\*\*



B) It's February 1982. The economy is sluggish, opinion polls show that the Prime Minister's approval rating is below 30% and unemployment has doubled since 1979 to more than 3 million. But - congratulations! - you've just landed a job as Communications Director for the PM. She has made it very clear that she believes 'conservative values' are in the interest of the working classes. Your mission is to convince them! The PM is also eager to attack the Opposition's policies. Write the speech that she will deliver tomorrow in front of 10 Downing Street. Don't forget to include a few stories / anecdotes about members of the public she's heard from - you have to make her sound human!

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| <b><u>Speaking with Confidence and Accuracy: Laura LANGLOIS</u></b> | <b>B1/B2</b><br>433bANG |
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**Either:**

You have been asked to give a speech at your friend’s wedding. You should try to include serious, light-hearted, humorous, and touching moments, as befits such an occasion. References to current and past events, personal anecdotes and thanks are appropriate.

Write 400-450 words as well as ‘stage directions’ (which words to accentuate, facial expressions, body language, etc.)

**Or:**

You have been awarded a prestigious prize and must give an acceptance speech in front of people in your profession as well as non-experts. You should give an explanation of what you did to deserve the award, refer to past events and future developments. Try to include both serious and light-hearted moments, personal anecdotes and thanks.

Write 400-450 words as well as ‘stage directions’ (which words to accentuate, facial expressions, body language, etc.)

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| <b><u>No Planet B: Alexis PETRIDES</u></b> | 463uANG <b>B2/C1</b><br>483cANG <b>C1/C2</b> |
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Choose **one** of the two tasks below

**(500 words for B2/C1 – 600 for C1/C2: clearly indicate your level)**

**1. Write a blog post based on the following title:**

3 ways to live a more eco-friendly lifestyle

**Or**

**2. Give your opinion on this tweet:**

On March 12th 2019, President Trump posted:

Patric Moore, co-founder of Greenpeace: “The whole climate crisis is not only Fake News, it’s Fake Science. There is no climate crisis, there’s weather and climate all around the world, and in fact carbon dioxide is the main building block of all life”

Choose **one** of the two following essay choices and provide a 500-600 word response.

**1) Write a short story or newspaper piece beginning with or including the following lines:**

“With bacteria and fungi alike, hospitals and local governments are reluctant to disclose outbreaks for fear of being seen as infection hubs. Even the Center for Disease Control (C.D.C.), under its agreement with states, is not allowed to make public the location or name of hospitals involved in outbreaks. State governments have in many cases declined to publicly share information beyond acknowledging that they have had cases.”

OR

**2) Find and discuss the literary and rhetorical devices at work in the following passage. In which of the books discussed this period do you think this passage can be found? Justify your answer by referring to the excerpt’s form and content and the overall themes of the book.**

“Colonel Cathcart was a slick, successful, slipshod, unhappy man of thirty-six who lumbered when he walked and wanted to be a general. He was dashing and dejected, poised and chagrined. He was complacent and insecure, daring in the administrative stratagems he employed to bring himself to the attention of his superiors and craven in his concern that his schemes might all backfire. He was handsome and unattractive, a swashbuckling, beefy, conceited man who was putting on fat and was tormented chronically by prolonged seizures of apprehension. Colonel Cathcart was conceited because he was a full colonel with a combat command at the age of only thirty-six; and Colonel Cathcart was dejected because although he was already thirty-six he was still only a full colonel.

Colonel Cathcart was impervious to absolutes. He could measure his own progress only in relationship to others, and his idea of excellence was to do something at least as well as all the men his own age who were doing the same thing even better. The fact that there were thousands of men his own age and older who had not even attained the rank of major enlivened him with foppish delight in his own remarkable worth; on the other hand, the fact that there were men of his own age and younger who were already generals contaminated him with an agonizing sense of failure and made him gnaw at his fingernails with an unappeasable anxiety that was even more intense than Hungry Joe’s.”

**Question 1: Creative Writing (500 words)**

Write a simple story for an audience aged between 8 and 12, based on geopolitical issues. While your story may contain fictional elements to make it more palatable for a child, it must remain closely related to current events. Your story must have a Hero's Journey plot structure (hopefully at this stage that needs no further explanation!). Good luck!

OR

**Question 2: Creative Rewriting (500 words)**

Below is a story about an air particle- while its basic bones (sequence of events and structure) are good, it's badly in need of a little storytelling secret sauce and some strong editorial decisions. Rewrite the story to bring out its full potential. Give specific attention to voice, characterisation and climax. Be bold and get rid of elements that you think clutter the story and introduce details that could improve the story. Don't forget to give it a title.

You may choose your target audience's age, just be sure to specify what it is at the top of your response. Good luck!

An air particle floats freely everywhere. It travels vast distances carried by the wind, oscillating up and down with the hot and cold air currents. Many air particles co-exist peacefully. Once in a while air particles are disturbed by big creatures in the sky. Creatures who are almost the size of whales.

One day, we got sucked in by a giant rotating propeller, which threw us around and sent us banging into our neighbours. When I snapped out of it, my friend the air particle had vanished. I tried looking for her, but the air was so stormy that I could not even see where I was going. Suddenly, I caught sight of her, spinning in the flow. I panicked but tried to gain control of myself somehow. She had reached the top of the wing and was sucked up by an invisible force towards the sky. The strong currents pushed me at full speed under the wing.

As the impressive grey shape moved away, air currents slowed down, turning chaos into a still ocean. By then, the air particle had reached me and we were floating again in the atmosphere's immensity. She said she had gone above the wing, a place where all particles are kept far away from each other.

The air particles were eager to know what these creatures were so they asked the elders. They told them, that these large creatures are too heavy to fly by themselves, and that they therefore needed the air particles as supports for their big heavy bodies. It is by spreading air particles away from each other above the wing, that they manage to keep themselves in the sky.

**Select one of the following. Compose an essay of 500/600 thoughtfully-chosen words. Please write neatly, clearly, legibly.**

**Opus 1** - In his 1946 essay “New Music, Outmoded Music, Style and Idea” composer Arnold Schoenberg states:

*No one should give in to limitations other than those which are due to the limits of his talent. No violinist would play, even occasionally, with the wrong intonation to please lower musical tastes, no tight-rope walker would take steps in the wrong direction only for pleasure or for popular appeal, no chess master would make moves everyone could anticipate just to be agreeable (and thus allow his opponent to win), no mathematician would invent something new in mathematics just to flatter the masses who do not possess the specific mathematical way of thinking, and in the same manner, no artist, no poet, no philosopher and no musician whose thinking occurs in the highest sphere would degenerate into vulgarity in order to comply with a slogan such as ‘Art for All’. Because if it is art, it is not for all, and if it is for all, it is not art. (...)*

*And thus art can only be created for its own sake. An idea is born; it must be moulded, formulated, developed, elaborated, carried through and pursued to its very end.*

*Because there is only ‘l’art pour l’art’, art for the sake of art alone.*

Discuss Schoenberg’s formula *If it is art, it is not for all, and if it is for all, it is not art* in relation to the historical, cultural and/or social context of the period of music history we studied in class. You may wish to relate it to class themes such as “The Rise of the Artistic Figure”, “The Ideology of Genius”, or “The Clash of 20<sup>th</sup> Century Avant-garde Movements”. You are encouraged to approach the topic subjectively (for example, by relating your own opinions and/or experience, or by taking a side and arguing *for* or *against* Schoenberg’s sentiment).

OR

**Opus 2** - Two themes that we broached in class were “Women in Art Music” and “Race in American Music”. Consider and comment on how one or both of these themes might relate to ideas expressed in the following extract from Marci J. Citron’s *Gender and the Musical Canon*.

*Canons in general have become a lightning rod for fierce cultural debate. No mere list of books, the literary canon has signified a field of struggle over vital social issues. The canon is seen as a replication of social relations and a potent symbol on their behalf. It provides a means of instilling a sense of identity in a culture: who the constituents are, where they come from, and where they are going. It can imply ideals of unity, consensus, and order. To adherents such ideals serve moral ends as they forge a common vision for the future. To opponents, however, they paper over the realities of social diversity and political dissent. Both sides would agree, however, that the canon creates a narrative of the past and a template for the future.*

You are encouraged to be creative and broadminded, for example by relating your own personal experience, and/or expanding the debate around canons/canonic culture in music to other fields (such as to literature and other arts, sciences, mathematics, etc.), and/or by arguing in favor of one of the sides mentioned in the extract.

Choose **ONE** of the following topics below and write a well-structured essay of about 500 words. (At the end of your essay, please state how many words you have written.)

**A) Essay regarding theme (supported by story & direction)**

Use the information provided in class to describe how the story, setting, cinematography and characters (screenplay) as well as the direction of *Brazil* (1985) support the themes described in the following quote:

*“Former Python Terry Gilliam is nothing if not a grim fantasist – a wild-eyed dreamer who deeply distrusts systems and offers underdog protagonists a way to navigate them, even when escape seems impossible. This is most apparent in his 1985 dystopian classic Brazil, certainly one of the most fascinating and compelling depictions of Orwellian-esque sci-fascism ever put to screen. Just like his fellow Pythons, one of Gilliam’s recurring targets is bureaucracy — specifically the inherent inability of impersonal systems to account for or contain the sheer unpredictability of humanity. Three decades after its release, Brazil is perhaps his most masterful example of this thesis and a film that deserves to be remembered for decades to come.”*

**OR**

**B) Passage for textual commentary**

Analyze the main points made in the text concerning the perils of surveillance and how the story in *The Conversation* and character of Harry Caul both relate to the film’s theme. Also, justify why should this film should be required viewing at the NSA and Google.

**Why The Conversation Should Be Required Viewing at the NSA**

(excerpts from an article by Alexander Huls)

The Conversation is a member of what you could call Big Brother Cinema, which spans the paranoia thrillers of the 1970s (*The Parallax View, Blow Out, Three Days of the Condor*) to modern action films (*Sneakers, Enemy of the State, Mercury Rising, and Live Free or Die Hard*). Most films of the genre preach to the converted, entertainingly boosting simplistic “surveillance = bad” rhetoric. The Conversation at first glance appears to do the same. But look closer and it’s more than that: a nuanced look at the unintended consequences of surveillance, the kind of movie that should be required viewing for every NSA and Google employee.

In obvious ways, the film’s about the perils of surveillance. But more crucially, it’s about the perils of the mindset that enables surveillance. At the beginning of the movie, Caul sees people solely as sources of information. Lives aren’t lives to him; they’re mere sound waves on tapes, to be packaged and passed off to someone else.

That changes when he fixes a distorted part of his recording, and hears the man saying to the woman, “He’ll kill us if he gets the chance.” With time, the words spooling away in his tape decks gain significance to him. He combs through the recorded conversation, attempting to understand the man’s and woman’s feelings and fears, to glean any insights that could help save them.

In this, Caul fails. It wasn’t the couple that was in danger, it turns out. It was his client. The truth was always there. Caul just couldn’t hear it, because understanding how voices have inflections, and how inflections convey emotion and truth, was never part of his job.

You can see the present-day lessons here pretty clearly. It all seems to stem from the very thing *The Conversation* warns us about: how easy it is to turn people into faceless ones and zeroes.



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| <b><u>MUN: Jeffrey SWARTWOOD</u></b> | <b>C1/C2</b><br>483xANG |
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### **Model United Nations**

You have looked at geopolitical scenarios, and particularly how such scenarios are treated in the context of the United Nations, both in terms of content and in terms of form. As you know, the best solution is not only the best solution in the abstract, but the best that can actually be implemented!

With this in mind please choose ONE of the two following topics for your composition.

**TOPIC 1:** You are to think about the problem of the international small arms trade in a context of escalating conflicts, and escalating levels of casualties in those conflicts, on the global stage. In the ECOSOC Committee, please choose a country to be the primary signatory, and write a formal resolution that addresses this important issue in approximately 550 words. Include both perambulatory and operative clauses. Please remember, in a resolution the language and grammar can be as important as the intended measures.

**OR**

**TOPIC 2:** There are multiple crisis's facing the international community at the moment. In the context of the General Assembly, you have the extraordinary opportunity to give a speech encouraging the Assembly to address the single most important topic (in your opinion) in the most productive way. As a prelude, please state your topic, your country, and two to three sentences saying why you feel that this is THE most important topic to you today. Then, write out the text of your speech in approximately 550 words. Content, rhetoric, grammar... form and function will combine to make this a stellar speech!

Note: please write your full course title along with my name on your paper!

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| <b><u>International Presentations: Trevor BOYLE</u></b> | <b>C2</b><br>483zANG |
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#### ***Presentation 1. Presentation of results of market research on new product launch***

**Marketing Manager (MM):** The main objectives of this presentation are firstly, to give you feedback on the survey we have carried out on the sun-care market in Europe and highlight the main findings. Secondly, to present *Sunbeam*, our first product in this category which we intend to launch in April next year. And thirdly to persuade you that we have a potential blockbuster with this new product range which will enable us to break into what is a very fast-growing market.

**Colleague (COL):** Do you want us to wait until the end of your presentation to ask questions?

**MM:** No, please feel free to ask them as and when they come up. Our research methodology was comprehensive. We carried out desk and field research and based our findings on both primary and secondary data and both quantitative and qualitative research.

**COL:** Did you use postal surveys and telephone interviews?

**MM:** No we didn't. I know that would have been cheaper, but we wanted to get in-depth customer insights from a representative sample of consumers to ensure reliable findings. So we basically used focus groups and consumer panels. Now as we can see on this slide, the sun-care market in Western Europe is certainly not contracting. It is not even stagnating. It is expanding very fast.

**COL:** How fast?

**MM:** We estimate an annual market growth of more than 25%. This pie-chart shows the breakdown of forecast growth for each European market.

**COL:** France seems to have the biggest growth potential.

**MM:** Yes. That's why we are planning to set up a more committed and permanent presence in the French market by replacing our branch office by a subsidiary. The diagrams on this slide show the different ways the sun-care market can be segmented. First, adults as opposed to children with different levels of UVA protection. Second, specific products for the body and face. Thirdly, differentiated textures such as creams, lotions, dry mists and self-tan mousse. And finally, a separate after-sun category.

**COL:** A global solution from sunrise to sunset!

**MM:** Exactly. We have also identified a consumer trend which will be a key success factor. That is to provide protection against premature signs of skin ageing. We want to position the Sunbeam brand in the premium category.

**COL:** I assume this product launch will require a substantial advertising and promotional budget.

**MM:** We intend to use print, broadcast, digital and social media to ensure a maximum share of voice. This slide demonstrates how the media mix will be adapted to the product's life cycle. At the launch phase we will target brand awareness. During the growth phase we want to achieve brand preference to increase our market share. And when we reach the maturity phase we will insist on brand fidelity.

**COL:** It looks promising!

**MM:** Well I think so. In conclusion, I would like to say that I am convinced that we have a big opportunity to develop our business. And I hope this presentation has convinced you that this is the way forward for the company. Thank you for your attention.

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### ***Presentation 2. Presentation of Global Purchasing Policy***

**Colleague (COL):** We will now have a presentation on the global purchasing policy we are currently implementing.

**Purchasing Manager (PM):** We have already started. First, I would like to explain the context and give you some background information. This bar-chart clearly demonstrates the number of suppliers we deal with has been increasing over the last five years. We now have more than two thousand suppliers in our database.

**COL:** Too many! The administrative costs are enormous.

**PM:** Exactly. The objective is not to buy less. It is to buy better. I think this point is essential. We are a big group and we need to buy as a big group. We must use the mass effect of volume to drive prices down.

**COL:** Does this also mean we want certain suppliers to provide more of our requirements?

**PM:** Yes it does. We want to develop the concept of a one-stop-shop. We want to partner with strategic suppliers through frame agreements and guaranteed volumes.

**COL:** The problem raised here is getting the local buyers on each site to respect these frame agreements with a limited number of strategic suppliers and not to go back to using their own suppliers they are used to dealing with.

**PM:** They have no choice. I would like to emphasize this! We will use a tier system.

**COL:** ...which means?

**PM:** Strategic suppliers will be tier one. Other approved suppliers will be considered tier two or tier three and have to interface with a tier one supplier. Regarding our procurement needs, our group will only contract and have contact with the tier one suppliers. In any case, we are focusing on standardization to reduce the number of products we buy.

**COL:** Could you describe the buying process?

**PM:** Phase one, we begin by quantifying group requirements from an internal audit. Phase two, we define the official specification together with a Multi-Functional Team including engineers, technicians and quality officers. Step three, we organize a call for tender. Step four, we draw up a shortlist of potential suppliers. Phase five, we get the budget approval. Phase six is devoted to negotiations. And finally phase seven is the contract award.

**COL:** Do you intend to single source?

**PM:** No, not for strategic suppliers. It is too dangerous to run the risk of being out of stock.

**COL:** Is it the same process for approved but non-strategic suppliers?

**PM:** No, it is simpler. A request for quotation, followed by a quality review, then the order and delivery. Here price is important, especially for consumables such as computer printer ink cartridges where there is a high rate of substitution. We write into the contract a rebate depending on volumes.

**COL:** Does this mean procurement on an international level?

**PM:** Yes it does. I would like to draw your attention to the fact that demand management in a competitive environment means obtaining lower prices and standardization which implies global, trans-national sourcing.

**COL:** What is the usual contract duration?

**PM:** 3 years

**COL:** Do you intend to change suppliers often?

**PM:** No, not often. There are two reasons to change supplier. First, when a supplier is not performing well. Second, when another supplier is performing exceptionally well and deserves more volume. We would then increase the more efficient supplier's volume in a process called consolidation.

**COL:** What do you expect from a supplier as a buyer?

**PM:** Well, just to sum up... They deliver the quality we want, when we want, with the price we want and if we change something, they can react to the changes without huge changes in the terms and contractual conditions.

**COL:** Yes, I would agree with that. Transparency, reactivity and flexibility.

**PM:** Right. And a problem-solving approach to conform to our specifications and needs. Suppliers must also make it easy for us to calculate the total cost of ownership.

**COL:** What do you mean by that?

**PM:** We need to assess whether there are any hidden or related costs over and above the purchase price. For example, if we buy a software package, will there be an installation charge or extra costs for training our staff?

**COL:** Let's take a short break and have some coffee.

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### ***Presentation 3. Human resources issues***

**COL:** The next presentation on the agenda concerns Human Resources issues.

**Human Resources Manager (HRM):** I will start with succession planning which also involves recruitment. Then I would like us to talk about salary policy, which is, I think, a wider question of global remuneration and compensation packages. And finally, regarding health and safety, I want to concentrate on work-related stress. Succession management, manpower planning and career development are an interface between HR and strategy management.

**COL:** Yes, it is of strategic importance to replace people in key positions and develop their competences at all levels of the company.

**HRM:** The challenge for HR is to provide the resources required for the future organization either through internal mobility or outside recruitment. We must anticipate needs, adapt and optimize training, facilitate career development, organize knowledge and skill transfer and assess staff to the standards of tomorrow. Like that, HR can be a real business partner.

**COL:** This is obviously an on-going process. We already have a quarterly talent review where we identify high potentials and yearly appraisal interviews for managers.

**HRM:** Yes, I'm aware of that. But we need to go further. In my previous job, I benchmarked best practices. When we promote or recruit someone, local HR managers need to work with line managers to define and adjust the job profile taking into account the firm's evolution, context and objectives. We have to specify the main corporate purpose of the job, the education and experience required, the scope of the position, the main challenges and preferred behaviour required. It's a question of performance management.

**COM:** ... which means?

**HRM:** ... which means setting annual goals, planning mid-year performance bonus reviews for junior and middle managers, and perhaps individual coaching for senior and top management.

**COL:** Do you have a budget for that?

**HRM:** We have no choice. Our human capital provides a competitive advantage. We should enhance all of our existing in-house talents. And when we recruit externally, now more than ever, we must look for proven leadership skills, a positive business track record, the capacity to communicate a vision, experience of working internationally with transversal and remote teams, and, above all, a winner's mentality...while ensuring both ethnic and gender diversity.

**COL:** All this will send salary costs through the roof!

**HRM:** I think we should reason more in terms of a global compensation package rather than simply salary. Depending on the profitability of the company, we can propose a profit sharing scheme.

**COL:** There are other options, aren't there?

**HRM:** Yes, there are. For example, a company savings scheme or a scheme covering social welfare and medical expenses. Alternatively, there is the attribution of stock-options or an employee stock ownership plan, which is an occasional opening of the capital to employees.

**COL:** I would imagine that the schemes and systems must vary from country to country.

**HRM:** Absolutely. For personnel working outside the U.K., there is a range of possibilities.... Collective bonuses, fringe benefits such as company cars, a housing allowance, contributions to complementary pension schemes or pension funds, or various insurances against death or disability.

**COL:** Right, I think the final subject is work-related stress....

**HRM:** Yes. I've just carried out a survey across our UK sites. Stress is clearly the biggest single cause of work-related absence and staff turnover. So in terms of productivity and morale, it is a real workplace hazard.

**COL:** Clearly. But those are the effects. Have you identified the main causes?

**HRM:** On an individual level the work barriers include workload, short-term deadlines and demands, conflicting priorities, lack of resources and pressure from above.

**COL:** And on an organizational level?

**HRM:** The reasons given were bureaucracy, organizational processes, IT issues, excessive use of email, government and legislative requirements and the inability to share all information with team members

**COL:** Anything else?

**HRM:** The survey findings highlighted some personal barriers such as home-life issues, own levels of stress and pressure and perceptions of lack of competence and confidence as a manager.

**COL:** So what sort of support do managers want?

**HRM:** The key support managers say they require is further training, particularly in the areas of people management and managing conflict. Managers also requested ongoing feedback and appraisal on their behaviour, protected time to develop their skills and support from other managers, peers and mentors.

**COL:** Then this must all become an integrated part of line management training.

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