

Modèle CCYC : ©DNE

Nom de famille (naissance) :

(Suivi s'il y a lieu, du nom d'usage)

Prénom(s) :

N° candidat : N° d'inscription :

(Les numéros figurent sur la convocation.)

Né(e) le :

 Liberté • Égalité • Fraternité
RÉPUBLIQUE FRANÇAISE

1.1

Compréhension de l'écrit et expression écrite

Le sujet porte sur l'axe 4 du programme : **Citoyenneté et mondes virtuels**

Il s'organise en deux parties :

1. Compréhension de l'écrit ;
2. 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.

'The Great Hack' Review: How Your Data Became a Commodity¹

A new documentary examines the ramifications when private companies harvest² online information about us.

This review of "The Great Hack" is the first article that I've felt mildly concerned about emailing to my editors. Why am I even using the internet? Why is Twitter open on another tab? Wouldn't it be smarter to disconnect and move to the woods and live off the land?

- 5 These are some of the questions inspired by the movie, an eye-opening new documentary from Jehane Noujaim [...] and Karim Amer that explores how our personal data has become a commodity that is collected, analyzed and then spit back at us in the form of targeted messaging, with the hope of changing our behavior, as one of the movie's subjects puts it. You can see the movie in theaters or watch it on
- 10 Netflix, but if you watch it on Netflix, Netflix might know and then direct you to other alarming documentaries.

If that seems harmless enough, the film explores how such tactics might have played a role in the 2016 presidential election. The target is squarely on Cambridge

¹ a product

² collect

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15 Analytica, the political data firm backed by the Republican donor Robert Mercer. According to Brittany Kaiser, a former Cambridge Analytica executive, the firm's strategy was to target voters whom it called "persuadables" and then to bombard them with content supposedly pushing them to vote for Donald J. Trump.

20 That assertion is one of several unsubstantiated claims in the film. In 2017, *The New York Times* reported that the "psychographics" technology that Cambridge Analytica supposedly used is still unproved, and that Cambridge executives claimed that the technology had not been used in the Trump campaign.

25 But even if the paranoia level feels a bit high, much of the movie still feels utterly credible. Other interviewees include the journalist Carole Cadwalladr, one of the authors of the collaborative report by *The New York Times*, *The Guardian* and *The Observer of London* that exposed how Cambridge Analytica collected information from the profiles of more than 50 million Facebook users. [...] The whistle-blower Christopher Wylie, shown testifying before a committee of the British Parliament, compares cheating in the democratic process to doping in the Olympics.

Ben Kenigsberg, adapted from *The New York Times*, July 23 2019

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1.1

1. Compréhension de l'écrit (10 points)

Give an account of the document, in your own words and **in English**.

In your account:

- Present the movie "The Great Hack" (creators, topic...);
- Explain the filmmakers' aim with "The Great Hack";
- Say what we learn about Cambridge Analytica;
- Comment on the journalist's reaction to the movie.

2. Expression écrite (10 points)

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

Sujet A

After watching "The Great Hack", you decide to disconnect for one day. Write to a friend to explain your decision and share your experience (activities and feelings).

ou

Sujet B

To what extent can movies be used as tools to raise awareness?