

SESSION 2011

**BTS TERTIAIRES – GROUPE 1**

ÉPREUVE ÉCRITE DE LANGUE VIVANTE

**ANGLAIS**

Durée : 2 heures

Management des unités commerciales		coefficient 1,5
Assurance		coefficient 1
Banque		coefficient 1
Communication		coefficient 2
Professions immobilières		coefficient 1
Notariat		coefficient 1

*Dictionnaire bilingue autorisé*

**Sauf**

Communication : dictionnaire unilingue autorisé

***Calculatrice interdite***

## TRAVAIL À FAIRE PAR LE CANDIDAT

### I. COMPREHENSION

10 points

*A rédiger en FRANÇAIS*

Après avoir lu attentivement l'article, vous en dégagerez les idées essentielles en 200 mots (+ ou – 10%).

Vous indiquerez le nombre de mots utilisés.

Toute présentation sous forme de notes sera pénalisée.

### II. EXPRESSION

10 points

Vous devez répondre aux **deux** questions en **ANGLAIS**.

5 points

- A. *"If you don't show up on Google, you don't exist."* (l.34-35) Do you think everyone (private individuals, employees, public figures and companies) should publish information about themselves on the Internet?

(100 words minimum)

5 points

- B. Is life without the Internet possible today? Think about how you use the Internet in your professional and private life and give examples to illustrate your answer.

(100 words minimum)

## Remember — the Internet never forgets!

A recent survey by Microsoft finds three-quarters of American recruiters and human resources professionals perform online searches into the activities of potential employees.

- 1 Most people have learned — some the hard way — that the Internet's memory makes elephants look forgetful.
- "The Internet makes everyone a public figure," says Michael Fertik, CEO of the online image management firm ReputationDefender, of which an estimated 97% of
- 5 clients are ordinary citizens.
- "Even if you don't put a lot of stuff about yourself online, someone else is doing it for you ... So you either do something about it, or learn to live with it."
- Fertik's customers pay his company anywhere from \$4 per month to \$1,000 per year to help manage personal Google search results, remove their names from
- 10 corporate databases, perform online damage-control, and closely monitor their Internet footprints.
- Because someone, somewhere, will be following that same electronic trail in deciding whether they want those people as co-workers, students, or even Saturday-night dates.
- 15 A recent survey by Microsoft, for instance, finds three-quarters of American recruiters and human resources professionals perform online searches into the activities of potential employees.
- The Internet startup Klout will analyze a person's social influence and authority based on their Twitter account. Pipl scours online photos, public records, court
- 20 documents, academic journals and forum postings to reveal a person's "deep-web" history.
- Even a basic Facebook search can turn up surprisingly intimate results, with many users having inadvertently left parts, or all, of their personal profiles open to the public.
- 25 And as more and more of these reputation queries are performed, experts say companies will probably seek a one-stop shopping source for aggregated information — think eBay star ratings, social media activities, old blog entries, comments made in online discussion groups, and cached documents.
- This possibility is so likely, in fact, that there's already speculation about how the system could be legally navigated. Harvard cyber law professor Jonathan Zittrain
- 30 supports the idea of being able to declare "reputation bankruptcy", wiping clean the digital slate to start fresh every 10 years or so.
- "We don't trust people who are blank slates these days," says Sidneyeve Matrix, professor of media at Queen's University in Kingston, Ont. "It's like that saying, 'If
- 35 you don't show up on Google, you don't exist.'"
- "The problem with reputation reformatting, or a digital reset, is that information about us exists on privately owned and corporate servers," says Matrix. "So we can never really erase everything."

Misty Harris, *Postmedia News* (adapted)  
August 4, 2010