

→ *Merci de composer sur deux feuilles doubles différentes, une pour chaque partie, et de sauter des lignes pour les deux parties de l'épreuve.*

Partie 1 Traduction

Je l'avais rencontré un jour de Pâques, après une projection de son film sur le loup d'Abyssinie*. Il était à l'époque devenu le plus grand photographe animalier de son temps, ses images de loups ou d'ours se vendant dans le monde entier. Il me raconta sa vie de photographe animalier, m'expliquant cet art fragile et raffiné qui consiste à se camoufler dans la nature pour attendre une bête dont rien ne garantissait la venue. C'est son père qui lui avait appris la patience, lorsqu'ils pendant des nuits entières ils attendaient ensemble le réveil des oiseaux.

- Il y a une bête au Tibet que je poursuis depuis six ans, dit Munier. Elle vit sur les plateaux*. Il faut de longues heures pour l'approcher et espérer l'apercevoir. J'y retourne cet hiver, viens avec moi.

- Qui est-ce ?

- La panthère des neiges, dit-il.

- Je pensais qu'elle avait disparu, répondis-je.

- C'est ce qu'elle fait croire.

Serais-je capable de passer des heures immobile et silencieux, sans fumer la moindre cigarette, me demandai-je, moi qui tenais l'immobilité pour une répétition générale de la mort ?

Adapté de *La Panthère des Neiges* de Sylvain Tesson 2019

Notes : * loup d'Abyssinie : Abyssinian or Ethiopian Wolf

* un plateau : a plateau

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Partie 2 - Expression

The Taylor Swift effect is small but may just swing it for Kamala Harris

Will Taylor Swift's recent endorsement of Kamala Harris affect the US presidential election? It certainly can. I've been a researcher of celebrity involvement in American politics for several years. The research shows that for most American voters a celebrity endorsement won't make a difference. Voters have strong partisan allegiances and very few Americans are in the undecided category. Recent polling from YouGov suggest that about 5% of Americans are undecided between Trump and Harris. However, these 5% can be the difference between winning and losing knowing that the same YouGov poll shows Trump and Harris tied at 45% each.

The research I have seen suggests that about 11% of US adults can be persuaded by a celebrity endorsement and about 19% of young adults say the same. The impact of a celebrity endorsement is strongest among irregular or new voters. People that are newly interested in political issues or those who are typically preoccupied by other concerns, such as celebrity gossip, are the people for whom Swift's influence could matter. At this point both Trump and Harris are trying to attract the marginal undecided voters, while simultaneously energizing their core supporters.

If Swift were to make an appearance at a Harris rally, there is no doubt she would electrify the crowd, and it would become a major story. By bringing attention to candidates and issues, celebrities can keep the politician in the news cycle. They can also make political activism the hip thing to do. Politicians are generally disliked, so if they can manage to be "cool" or "based" or "brat" in the eyes of a popular celebrity they can distance themselves from the stigma associated with "establishment" politicians.

However celebrities do need to be careful about expressing their political views since most Americans say they would be less likely to be a fan of a celebrity who supports a politician they don't like, which is why basketball star Michael Jordan famously said "Republicans buy shoes too" after refusing to endorse a black Democratic candidate in North Carolina. Staying neutral makes economic sense for entertainers.

But some things are more important than money. Celebrities are people too. They have opinions, they want to make a difference and, unlike the rest of us, they have a platform that allows them to reach millions of people who are interested in what they have to say.

Some research has suggested that Barack Obama gained an additional 1 million votes in 2008 because of Oprah Winfrey's endorsement of him. Both Winfrey and Swift have an enormous following, and if even a small percentage of them took their political cues from the entertainers that could be just enough to swing the election from one candidate to the other. Because of the peculiar US system known as the electoral college, where one wins the presidency not because one is more popular but because one won the correct combination of differently weighted states, a few thousand votes in a handful of key swing states can make all the difference.

Richard T Longoria *The Observer* Sat 14 Sep 2024

Questions

1. According to the journalist, to what degree can Taylor Swift and celebrities in general influence an election? Answer the question in your own words. (80 words, $\pm 10\%$)
2. How can you account for the fact that "politicians are generally disliked" and that more and more people seem to lose interest in politics? Illustrate your answer with examples. (180 words $\pm 10\%$)