ÉCOLE POLYTECHNIQUE – ÉCOLES NORMALES SUPÉRIEURES

ÉCOLE SUPÉRIEURE DE PHYSIQUE ET DE CHIMIE INDUSTRIELLES

CONCOURS D'ADMISSION 2018 **FILIÈRES MP, PC et PSI**

ÉPREUVE ÉCRITE DE LANGUE VIVANTE – (XEULCR)

ANGLAIS

Durée totale de l'épreuve écrite de langue vivante (A+B): **4 heures**

Documents autorisés : ***aucun***

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PREMIÈRE PARTIE (A)
SYNTHÈSE DE DOCUMENTS

Contenu du dossier : trois articles et un document iconographique pour chaque langue. Les documents sont numérotés 1, 2, 3 et 4.

Sans paraphraser les documents proposés dans le dossier, le candidat réalisera une synthèse de celui-ci, en mettant clairement en valeur ses principaux enseignements et enjeux dans le contexte de l'aire géographique de la langue choisie, et en prenant soin de n'ajouter aucun commentaire personnel à sa composition.

La synthèse proposée devra comprendre entre 600 et 675 mots et sera rédigée intégralement dans la langue choisie. Elle sera en outre obligatoirement précédée d'un titre proposé par le candidat.

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SECONDE PARTIE (B)
TEXTE D'OPINION

En réagissant aux arguments exprimés dans cet éditorial (document numéroté 5), le candidat rédigera lui-même dans la langue choisie un texte d'opinion d'une longueur de 500 à 600 mots.

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A – Document 1

How social media helps young people — especially minorities and the poor — get politically engaged

By Matthew D. Luttig and Cathy J. Cohen September 9, 2016

Donald *The Washington Post*

Donald Trump tweets. Hillary Clinton shares campaign videos through YouTube. The Black Lives Matter movement started as a hashtag.

Social media has transformed the relationship among citizens, news and politics. We wanted to understand whether social media brings young people of color and those with few socioeconomic resources into the political arena. That's what we have been investigating as part of the MacArthur Research Network on Youth and Political Participation (YPP), a network of scholars from across the country focused on youth engagement in participatory politics.

Our findings suggest that new media can encourage millennials — the most enthusiastic users — to get actively involved in politics, albeit in ways different from previous generations. For example, young people may share political information online or use social media to get others to join a protest — as during the Arab Spring, the Occupy Wall Street movement and the Black Lives Matter movement.

"Participatory politics": what it is and how it differs from what's happened in the past

How is this new form of online peer-based political activity, or what we call "participatory politics," different? It's more open to marginalized groups, and in particular, to people with fewer socioeconomic resources. Past research shows that individuals with more resources — especially education — have been more likely to engage in politics, even in protests. But we find that education and other socioeconomic status variables have very little effect on engagement in participatory politics, by which we mean all kinds of efforts that can be connected to social change — everything from creating and circulating a blog post about a political issue to starting a political group online to taking part in a protest, demonstration or sit-in.

That's because the Internet has opened up virtual spaces that bypass traditional gatekeepers. Historically marginalized groups, such as African American and Latino/a young people, can now discuss and get information about issues that affect their lives. Some of these new spaces include social media networks and websites devoted to young people of color, such as the Black Youth Project or presente.org.

But how exactly does digital media use affect political engagement?

Most research shows that the Internet widens the participatory gap between those with and without socioeconomic resources. Our research found something different.

To examine the ways in which young adults use the Internet to engage in politics, we used data from the YPP. In 2011, 2013, and 2015, the project fielded nationally representative surveys of young people between the ages of 15 and 29, oversampling African Americans, Latinos and Asian Americans. Surveys were conducted both over the phone and online, in both English and Spanish.

We present data here from the 2013 survey, which had more than 2,300 respondents. We measured socioeconomic status with both the education level of the respondent and, separately, the education level of the respondent's mother.

Respondents were asked about their political participation through 2012. They also answered questions about how often they consumed political news from traditional media (e.g., print and online newspapers), social media (e.g., online communities, blogs and Facebook) and websites that cater to people of color.

We found several important patterns.

1. Young people of color are the biggest consumers of new, online forms of political media. Two-thirds of African Americans in our surveys regularly visit websites created by and for people of color. African Americans, Latinos and Asian Americans were also the most active users of social media for political information.

2. In contrast, young people of all races consumed roughly equal amounts of traditional media, by which we mean newspapers and television news.

3. Among our respondents, young people from socioeconomically disadvantaged households are more likely to get their political information from new online media sources than young people from households with more abundant resources.

4. By contrast, young people with more socioeconomic resources are more likely to turn to traditional news sources.

In other words, it's not true that the rich are getting richer online, as some have suggested. We find, rather, that those with more limited resources use digital media to learn, to speak out, and to amplify their voices.

All this has consequences for political engagement […] When a respondent says she consumes traditional news sources, her likelihood of saying that she votes increases notably. That's not as strong for people who say they use social media or visit websites devoted to people of color.

By contrast, […] social media users are more likely to protest a business practice than are traditional news consumers. (Here, we're using protest as one example of participatory politics.) In a separate analysis, we found that frequently visiting websites catering to people of color is also strongly associated with this kind of political activity, especially among young African Americans, Latino/as and Asian Americans.

Using social media predicts more political engagement as time goes on.

In 2015, we followed up with approximately one-third of our 2013 respondents. The young people who increased their engagement the most

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between 2013 and 2015 were the ones who talked the most about politics on social media: people of color and individuals with few socioeconomic resources.

In short, new media are mobilizing young people — especially young people who are of color and the socioeconomically disadvantaged. Using new media, young people are bypassing traditional gatekeepers and mobilizing informal connected networks to make social change.

A – Document 2

Twitter plans to make political ads more transparent amid Russia revelations

'Transparency center' offers visibility into who is behind ads as Senate investigates Russia's use of social media to spread propaganda during election

The Guardian Tuesday 24 October 2017

Twitter has announced the launch of an advertising "transparency center" with stricter rules for political ads in the wake of revelations that social media sites were used to spread Russian propaganda during the 2016 US presidential election.

"In the coming weeks, we will launch an industry-leading transparency center that will offer everyone visibility into who is advertising on Twitter, details behind those ads, and tools to share your feedback with us," said Twitter's Bruce Falck in a blogpost.

The transparency center will allow people to find out how long ads have been running, what wording and images are being used throughout the campaign and information on how those ads are being targeted at users based on their demographic details.

For political ads that refer to a specific candidate (electioneering ads), users will be able to discover the identity of the organisation funding the campaign, the total campaign ad spend, the targeting demographics they have chosen and historical data. When electioneering ads appear on Twitter they will also be marked out as such with the messaging "promoted by political account".

The changes would not affect political issue-based ads that do not name a specific candidate, although Falck said Twitter was working on this. This means that the anti-refugee messaging that insisted France was operating under Sharia law used by Secure America Now to target swing states would not be subject to the same scrutiny.

"There is currently no clear industry definition for issue-based ads but we will work with our peer companies, other industry leaders, policymakers, and ad partners to clearly define them quickly and integrate them into the new approach mentioned above," Falck said.

The changes come part-way through a Senate intelligence committee investigation into the Kremlin's potential meddling in US politics in which Twitter is implicated.

Following revelations that Facebook had sold more than 3,000 election ads linked to a Russian agency, Twitter cross-referenced those advertisers with its own to discover similar political advertising on its own network. Twitter subsequently suspended 201 accounts, the company told the committee at the end of September.

Senator Mark Warner described Twitter's internal investigation as revealed in a presentation to the committee as "frankly inadequate".

The Democrat accused Twitter of failing to grasp "how serious this issue is, the threat it poses to democratic institutions and again begs many more questions than they offered". "There is a lot more work they have to do," he told reporters on 28 September.

Last week Warner, along with senators Amy Klobuchar and John McCain, introduced legislation dubbed the Honesty Act requiring online platforms with at least 50 million monthly users to make a public record of advertisers who spend at least $500 on political ads regarding campaigns or significant legislative issues.

Twitter appears to be pre-empting such legislation. Warner described Tuesday's announcement as "a good first step".

The changes will be made to the US before rolling out globally.

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A – Document 3

'Downright Orwellian': journalists decry Facebook experiment's impact on democracy

Media professionals in countries such as Guatemala and Slovakia fear for effect Facebook's news feed changes will have on their already fragile politics

The Guardian, Wednesday 25 October 2017

Facebook has been criticised for the worrying impact on democracy of its "downright Orwellian" decision to run an experiment seeing professional media removed from the main news feed in six countries.

The experiment, which began 19 October and is still ongoing, involves limiting the core element of Facebook's social network to only personal posts and paid adverts.

So-called public posts, such as those from media organisation Facebook pages, are being moved to a separate "explore" feed timeline. As a result, media organisations in the six countries containing 1% of the world's population – Sri Lanka, Guatemala, Bolivia, Cambodia, Serbia and Slovakia – have had one of their most important publishing platforms removed overnight.

"The Facebook explore tab killed 66% of our traffic. Just destroyed it … years of really hard work were just swept away," says Dina Fernandez, a journalist and member of the editorial board at Guatemalan news site Soy502. "It has been catastrophic, and I am very, very worried."

In Slovakia, data from Facebook-owned analytics site CrowdTangle shows that "interactions" – engagement such as likes, shares and comments – fell by 60% overnight for the Facebook pages of a broad selection of the country's media Facebook pages. Filip Struhárik, a Slovakian journalist with news site Denník N, says the situation has since worsened, falling by a further 5%.

"Lower reach can be a problem for smaller publishers, citizens' initiatives, small NGOs," Struhárik said. "They can't afford to pay for distribution on Facebook by boosting posts – and they don't have infrastructure to reach people other ways."

Struhárik thinks his employer will survive the change. Denník N has subscription revenue, which means it doesn't rely on the vast traffic that Facebook can drive for advertising income, and ensures that its most dedicated readers go straight to its homepage for their news. But Fernandez, in Guatemala, is much more concerned.

Even if Facebook reversed the change today, she says, "I really don't know how long it will take to recover. If they reverse it fast enough it will be less difficult. If they take a long time, we might not be around." Soy502 is a new site in an unstable democracy where journalists and civil society groups already face an uphill battle to be heard.

"We currently have a smear campaign that is targeting journalists, which is really vicious, fuelled by interest groups who are against the anti-corruption drive in our country," she says. "We are regarded in the region as a success story on new media for the digital age. This can destroy us."

The explore feed Moving media content to the explore feed, a secondary section of the site that is rolling out worldwide, means users who really want to see posts from sites they follow have to click over to look for them – if they can find them.

"I don't know what the criteria used to show news is. I see a lot of junk in the feed," says Fernandez. "At least with past algorithms you had an idea of what would show up. With these, it's completely strange."

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Fernandez shared examples of the sort of posts filling the explore feed: clips of wrestling and reality TV shows from pages like “Filosóraptor” and “Cabronazi” (illustrated with a picture of Adolf Hitler in a pink uniform), but few pieces of content from the pages she and her colleagues had chosen to follow. “My timeline is showing me very little local news.” In Slovakia memes and gifs are the better end of the spectrum. “My explore feed looks quite normal, but a few people told me that they see distinct content here – old jokes, alt-right pages, posts by non-standard politicians,” said Struhárik. “We have regional elections in two weeks, and a lot of members of the fascist party are candidates, so it’s not a good time to hide posts of serious news and show people a strange cocktail of random popular posts.”

Where there are losers, there are winners. Jim Anderson, the chief executive of Facebook mega-publisher SocialFlow, says “millions of publishers of all shapes and sizes have pages on Facebook, so there may well be someone out there who benefits.

“In general, publishers’ concern is that the news feed is the primary Facebook experience for most users. Getting two billion people into the habit of consuming content in a new place is a tall order.”

‘It’s like we don’t really matter, isn’t it?’

Facebook has long tested sweeping changes to its product on subsections of its user base. When it wanted to roll out a new stories feature, for instance, it did so in Ireland first; when it wanted to trial a new camera app, it did so in Brazil; when it wanted to test adverts in Messenger, Australia was the subject.

But in this case, the standard practice of focusing on smaller, less developed countries that matter less to the company’s bottom line means that the nations which have been hit are those with the most riding on a stable media ecosystem.

“Independent media in my country is vital to building a new democracy and fighting corruption,” says Otto Angel, a broadcast journalist in Guatemala. “Right now, we use Facebook Live to broadcast judicial hearings in corruption cases. With this ‘catastrophe’, we lose around 57% of clicks a day.

“If I could speak with some officer of Facebook, I will ask if they can take back this project,” Angel said.

Fernandez accused Facebook of simply not caring what happened to its test subjects. “It’s like it took sites in emerging markets where we don’t really matter. We at Soy502 worked really hard to become a viable, respectable news site four years ago, and it all can be destroyed right away.”

In a statement released Monday, Facebook’s head of news feed, Adam Mosseri, said that the company “currently” had no plans to roll the test out further. But he added the purpose of the test was to see whether Facebook users prefer the site if “personal” and “public” posts are separated. If the results are positive, and Facebook does find that the metrics it seeks to optimise are improved by the experiment, then its plans could well change.

For those who rely on Facebook to campaign politically, share breaking news, or keep up to date with the world, that might be a concerning thought. “I’m worried about the impact of Facebook on democracy,” said Fernandez. “One company in particular has a gigantic control on the flow of information worldwide. This alone should be worrisome. It’s downright Orwellian.”

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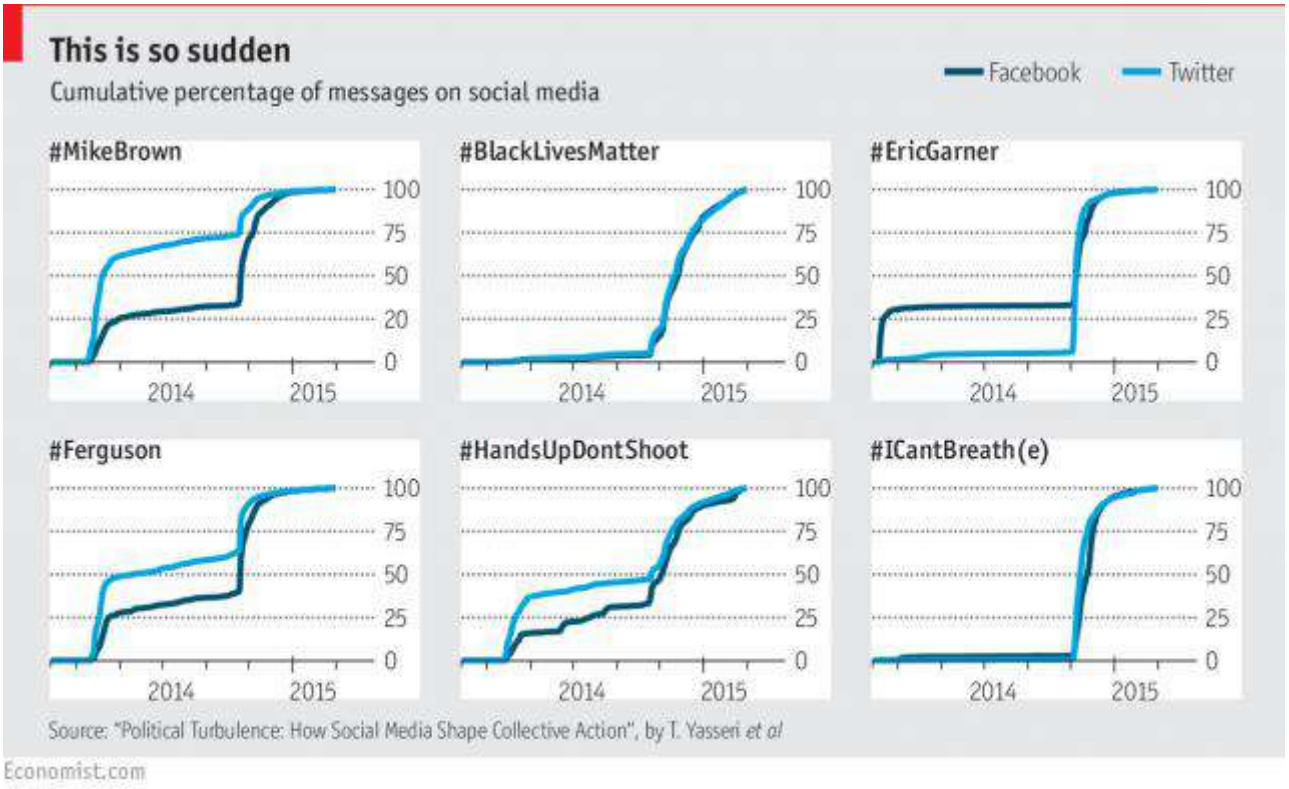
A – Document 4

How Are Social Media Changing Democracy? *The Economist* 28 March 2016



B – Document 1

Social Media: Destroyer or Creator?

The New York Times Thomas L. Friedman FEB. 3, 2016

Over the last few years we've been treated to a number of "Facebook revolutions," from the Arab Spring to Occupy Wall Street to the squares of Istanbul, Kiev and Hong Kong, all fueled by social media. But once the smoke cleared, most of these revolutions failed to build any sustainable new political order, in part because as so many voices got amplified, consensus-building became impossible.

Question: Does it turn out that social media is better at breaking things than at making things?

Recently, an important voice answered this question with a big " yes." That voice was Wael Ghonim, the Egyptian Google employee whose anonymous Facebook page helped to launch the Tahrir Square revolution in early 2011 that toppled President Hosni Mubarak — but then failed to give birth to a true democratic alternative.

In December, Ghonim, who has since moved to Silicon Valley, posted a TED talk about what went wrong. It is worth watching and begins like this: "I once said, 'If you want to liberate a society, all you need is the Internet.' I was wrong. I said those words back in 2011, when a Facebook page I anonymously created helped spark the Egyptian revolution. The Arab Spring revealed social media's greatest potential, but it also exposed its greatest shortcomings. The same tool that united us to topple dictators eventually tore us apart."

In the early 2000s, Arabs were flocking to the web, Ghonim explained: "Thirsty for knowledge, for opportunities, for connecting with the rest of the people around the globe, we escaped our frustrating political realities and lived a virtual, alternative life."

And then in June 2010, he noted, the "Internet changed my life forever.

While browsing Facebook, I saw a photo … of a tortured, dead body of a young Egyptian guy. His name was Khaled Said. Khaled was a 29-year-old Alexandrian who was killed by police. I saw myself in his picture. … I anonymously created a Facebook page and called it 'We Are All Khaled Said.' In just three days, the page had over 100,000 people, fellow Egyptians who shared the same concern."

Soon Ghonim and his friends used Facebook to crowd-source ideas, and "the page became the most followed page in the Arab world. … Social media was crucial for this campaign. It helped a decentralized movement arise. It made people realize that they were not alone. And it made it impossible for the regime to stop it."

Ghonim was eventually tracked down in Cairo by Egyptian security services, beaten and then held incommunicado for 11 days. But three days after he was freed, the millions of protesters his Facebook posts helped to galvanize brought down Mubarak's regime.

Alas, the euphoria soon faded, said Ghonim, because "we failed to build consensus, and the political struggle led to intense polarization." Social media, he noted, "only amplified" the polarization "by facilitating the spread of

misinformation, rumors, echo chambers and hate speech. The environment was purely toxic. My online world became a battleground filled with trolls, lies, hate speech."

Supporters of the army and the Islamists used social media to smear each other, while the democratic center, which Ghonim and so many others occupied, was marginalized. Their revolution was stolen by the Muslim Brotherhood and, when it failed, by the army, which then arrested many of the secular youths who first powered the revolution. The army has its own Facebook page to defend itself.

"It was a moment of defeat," said Ghonim. "I stayed silent for more than two years, and I used the time to reflect on everything that happened."

Here is what he concluded about social media today: "First, we don't know how to deal with rumors. Rumors that confirm people's biases are now believed and spread among millions of people." Second, "We tend to only communicate with people that we agree with, and thanks to social media, we can mute, unfollow and block everybody else. Third, online discussions quickly descend into angry mobs. … It's as if we forget that the people behind screens are actually real people and not just avatars.

"And fourth, it became really hard to change our opinions. Because of the speed and brevity of social media, we are forced to jump to conclusions and write sharp opinions in 140 characters about complex world affairs. And once we do that, it lives forever on the Internet."

Fifth, and most crucial, he said, "today, our social media experiences are designed in a way that favors broadcasting over engagements, posts over discussions, shallow comments over deep conversations. … It's as if we agreed that we are here to talk at each other instead of talking with each other."

Ghonim has not given up. He and a few friends recently started a website, Parlio.com, to host intelligent, civil conversations about controversial and often heated issues, with the aim of narrowing gaps, not widening them. (I participated in a debate on Parlio and found it engaging and substantive.)

"Five years ago," concluded Ghonim, "I said, 'If you want to liberate society, all you need is the Internet.' Today I believe if we want to liberate society, we first need to liberate the Internet."

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