

BREVET DE TECHNICIEN SUPERIEUR (BTS)

ÉPREUVE OBLIGATOIRE ORALE DE LANGUES VIVANTES

LIBELLÉ DE LA LANGUE VIVANTE : ANGLAIS

INDUSTRIEL/SCIENCES SANITAIRES ET SOCIALES
(support commun) *

TERTIAIRES

SPÉCIALITÉS (*pour la filière tertiaire uniquement*) : BTS COMMUNICATION

Niveau de langue (le cas échéant) : LVA LVB

Support annexe à télécharger : Audio Vidéo

Ce support d'épreuve intègre des éléments en couleur. S'il est choisi par l'évaluateur, il est nécessaire que chaque élève dispose d'une impression en couleur.

**L'usage de calculatrice, dictionnaire, appareil connecté est interdit.
Ce support d'épreuve doit être rendu à l'examineur à la fin de l'épreuve**

* cf. programme et définition de l'épreuve de langue selon l'arrêté du 22 juillet 2008

BTS COMMUNICATION
E22-PRODUCTION ORALE EN CONTINU ET EN INTERACTION ANGLAIS LVA

SUJET 26

Situation :

Imagine you work for a communication agency that specializes in ethical and responsible advertising. You are in charge of a campaign for a cleaning product. You brief your team to produce a non-sexist ad.

Use the following documents and your own ideas to present and analyze the situation:

You may use the following hints:

- Sexist stereotypes in advertising
- Explain how they affect brands and consumers
- Suggest ideas to promote gender equality in advertising

Document 1 :

Video: **Sexist Adverts**

Source: *BBC News*, 18 July 2017

Document 2:

Three Reasons Why 'Sneaky'¹ Sexism' Still Exists In Advertising

Sexism in advertising has been around as long as the industry has. We all know the classic 1950s commercial featuring idealized gender stereotypes. Thankfully, our society has progressed to allow both men and women the opportunity to entertain a wide range of roles in day-to-day life and sexist advertising belongs in the past. Right?

Not quite. Jane Cunningham and Philippa Roberts, authors of *Brandsplaining*, spent over 12 years researching the extent of sexism in advertising and found a huge underrepresentation problem. Women only make an appearance in one out of ten adverts, even though they make three-quarters of all consumer purchases. Messages implore women to be 'braver' and 'bolder,' but the subtext implies they need to improve because they are not good enough. Coined "sneaky sexism," this subtle method of influence is pervasive throughout the industry.

Tim Parkin, global brand marketing expert, believes these undertones negatively impact how girls see themselves. "By the time a girl turns 17, she has seen a quarter of a million adverts, most featuring negative stereotypes. It affects their self-image, career aspirations, and interpersonal relationships."

Parkin argues companies rely on judgmental campaigns for short-term gains. To progress, brands must embrace inclusivity, recognize subtle sexism, and value women's contributions meaningfully.

By Michelle Penelope King, *Forbes*, 7 April 2021,

¹ Sneaky (in this context) = hidden, not openly expressed