



Entrée en 3^e année de Licence

année universitaire 2007-2008

Sujets des concours 2007

1. *Dissertation*

Hommes politiques, magistrats, journalistes, chefs d'entreprise, professionnels de la communication, du marketing et de la publicité, des ressources humaines, responsables d'associations... Tous prônent l'idée de transparence dans leurs domaines d'activités. Souvent reprise par les médias, cette notion s'énonce en tous lieux, sans toujours recouvrir le même sens ni servir les mêmes objectifs.

Vous vous interrogerez sur ce phénomène de communication et plus particulièrement sur les usages et les enjeux de la transparence dans le champ professionnel où vous souhaitez vous engager.

Pour étayer votre analyse, vous devez mobiliser toutes les connaissances, les expériences, les observations susceptibles de consolider votre argumentation.

Les documents qui sont joints (3 à 5) ne sont qu'une illustration possible de ce thème. Ils peuvent vous éclairer, mais votre travail doit dépasser le strict commentaire de ces textes. Qualités de réflexion, d'argumentation et de distanciation seront privilégiées.

Consigne : 2 copies doubles maximum

2. *Anglais*

Blank filing (10 marks)

Read the text carefully, then choose the best answer to fill each space (1>20).

Only one answer is possible for each space.

I'm not going there for the money. – in : *The International Herald Tribune January 12 2007*

David Beckham will leave Real Madrid for the United States in July. At 32, his career as a serious soccer player (1) for the role he himself perceives as leading North America out of some kind of (2) in the global game. The Londoner, born the son of a kitchen fitter and a hairdresser, is thus (3) as the Pied Piper bringing out America's children to follow him in the game.

Anschutz Entertainment Group, which owns Galaxy, does not deny media speculation that the sum it will pay Beckham over five years on this mission will exceed \$250 million. « I need another challenge – as simple as that. This challenge came up. Soccer is huge everywhere apart from America, and it can go higher there than anyone there can believe. I want to take it to that higher level. »

At close to a million bucks a week, the paymaster might expect Beckham to lead the United States out of the soccer (4) Timothy Leiweke, the company president and chief executive officer certainly did not waste the opportunity to (5) the subject. « David Beckham will have a greater impact on soccer in America than any other athlete (6) on a sport globally, » Leiweke said in a prepared statement. « David is truly the only individual that can build the bridge between soccer in America and the rest of the world. » The hyperbole needs (7)

Beckham is leaving Madrid, not as a superstar, but as a marketing phenomenon. Off the pitch, he (8) into the most recognizable icon in his sport largely on account of his appeal, his looks, his marriage to a pop star, and his carefully (9) image as the working class boy who achieved a Hollywood lifestyle before he even (10) his family to L.A. Bully for him, because, in all the circus that surrounds him, D.B. has remained remarkably untouched as a perfectly likeable, if sometimes vacuous, man who, indeed, is playing his game.

America (11) indeed warm to him. Soccer may even raise its game in the land of NFL, baseball, basketball and hockey. But the danger will be that, the more aspirational the sport becomes, the more the audiences are likely to see through him. To be fair, it is hard to perform at any age, in any profession, once you feel you have lost the respect of your bosses. The arrival at Real Madrid of a pragmatic Italian coach, Fabio Capello, effectively ended the indulgence afforded to D.B. within the Spanish club. In saying that soccer intrigues the rest of the world (12) it does the United States, Beckham and Anschutz are almost right. They share the view that his presence, and let us be honest his (13) PR, will permanently take American (14) past the point of resistance to soccer. (15) they are wrong is to suggest that the United States – or as Beckham puts it (16) North America – is the last big frontier unconquered by soccer fever. Even FIFA, the governing body of the game worldwide, acknowledges that India, with (17) population, has never yet been (18) to share the infatuation. Meanwhile, he is expected to see out his contract, and play out his role as a (19) player to the Madrid players who are eclipsing his (20) star in the Bernabeu Stadium. His backers, Gillette, Pepsi, Adidas and now Anschutz, will help him multiply his past career winnings.

- (1) has traded ; will be traded ; is trading ; traded ; will trade
- (2) backfire ; backyard ; backlash ; backwater ; backbone
- (3) cast ; caught ; shot ; pictured ; introduced
- (4) wildness ; willness ; Wild West ; wilfulness ; wilderness
- (5) clasp ; embody ; embroil ; embroider ; embezzle
- (6) has never had ; has ever had ; had ever had ; never had ; will never have
- (7) be addressed ; to address ; to be addressing ; addressing ; having addressed
- (8) has grown ; had grown ; grows ; grew ; will be growing
- (9) wrapped ; packaged ; damaged ; packed ; worn out
- (10) has moved ; is moving ; moves ; would move ; will move
- (11) did ; is ; does ; makes ; might
- (12) all the more since ; for ; since ; while ; more than
- (13) groomed ; granted ; grinding ; attended ; graded
- (14) man ; manhunt ; manhood ; mankind ; male
- (15) as ; where ; whereas ; when ; though
- (16) the all of ; all the ; the whole of ; the all ; whole
- (17) its billion's ; its billion ; its billions ' ; its billion of ; its billions of
- (18) lurked ; lusted ; lulled ; lured ; attempted
- (19) forward ; backward ; backup ; surrogate ; backstage
- (20) warring ; waxing ; wearing ; wary ; waning

Essay (10 marks)

The Financial Times has recently revealed that Ernst Leitz, owner of the famous LEICA company, helped hundreds of his Jewish employees flee Germany in the 30s'.

« Do good and don't talk about it » he used to say to his grandchildren who never knew that he had saved so many lives during Nazism.

Is such an attitude still relevant today at a time when one must absolutely communicate about everything one does ?

Discuss.

N.B. : Write a minimum of 300 and a maximum of 400 words.