

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 – SESSION 2025
E22-PRODUCTION ORALE EN CONTINU ET EN INTERACTION ANGLAIS LVA
Sujet 1

Situation :

Imagine you work for a communication agency. The British Health Ministry has asked you to help them analyse the impact of food advertising on children. Use the following documents and your own ideas to analyze this impact.

You may use the following hints:

- Food brands communication towards children
- Children and food ads
- Ban on junk food ads
- Protective measures

Document 1 :

Video : **Junk food ads and kids**

Source : *The Washington Post*, 26 October 2023

Document 2:

U.K. to Ban Junk Food Ads Online and on Daytime TV

The U.K. government says it will ban junk food adverts online and on television before 9 p.m. in a bid to tackle obesity.

Public health minister Andrew Gwynne told members of parliament the new rules would come into play from October next year. They're designed to prevent children from seeing commercials and other ads for foods high in fat, salt and sugar.

Childhood obesity is a major public health problem in the U.K. More than a fifth of U.K. kids aged 4 to 5 were overweight in 2022 to 2023, official figures show. That proportion grew to around 37% for children aged 10 to 11.

Gwynne's announcement was made as the government published a damning report into the state of the country's public health system, the National Health Service, (that) tries to care for an increasingly sick population with already vastly overstretched resources. Public health strategies that can prevent people getting sick in the first place are seen as key to helping the country cope with a mounting burden of illness that's expected to rise as its growing population ages.

Some local areas are taking further steps to prevent children seeing junk food ads. Last week, Liverpool councillors announced they would consider banning the promotions from publicly-owned spaces like billboards.

Other areas like the city of York have already made similar moves. Back in 2019, London's transport network banned junk food ads. But they can still be found in many other public spaces across the city.

By Katherine Hignett, *Forbes*, 13 September 2024