

RÉPUBLIQUE TUNISIENNE MINISTÈRE DE L'ÉDUCATION	EXAMEN DU BACCALAURÉAT	Session principale 2025
	Épreuve : Anglais	Sections : Économie et gestion, Mathématiques, Sciences expérimentales et Sciences de l'Informatique
	Durée : 2h	Coefficient de l'épreuve : 1

N° d'inscription

NOTE :
20

NOTE :
30

Le sujet comporte 4 pages numérotées de 1/4 à 4/4

THE TEXT

1. Chiara Ferragni amassed a fortune through incessant selfie-taking as part of a marketing strategy. She imparted “pearls of wisdom” to her followers on how to be effortlessly cool. But now, the influencer is struggling to maintain her own prestige after a scandal over a Christmas cake, which triggered a fraud investigation, leaving her empire **teetering on the edge** in what has become a cautionary tale for other social media stars. The scandal dates back to late 2022, when Ferragni, who on instagram alone had 29.4 million followers, joined forces with Balocco company to endorse its Christmas cake. The Ferragni-branded cake was priced at €9, almost triple the standard version. The company claimed the revenues raised from the cakes would be donated to a children’s hospital in Turin. In fact, Balocco had given only €50,000 to the hospital prior to the initiative’s launch and made no further donations.

2. In December, the authority hit Ferragni and the company’s owner, Balocco, with heavy fines. In a nearly-tearful video, Ferragni apologised to her followers for what she called “a communication error”, saying she would donate the €1m she earned from the campaign to the hospital. But her troubles didn’t stop there. After weeks of debate in Italy over the power of influencers and the money made out of products **they** promote, prosecutors said that they were investigating Ferragni and Balocco for aggravated fraud. Ferragni has lost 200,000 followers and key clients since the scandal emerged. In the wake of the fiasco, Italy’s authority approved new stringent rules, to improve transparency in social media posts produced by influencers with more than 1 million followers.

3. Advertising must be more explicitly labelled to make it recognisable to the reader, or else influencers risk fines of up to €600,000. Some observers have been quick to conclude that **the fall from grace** will spell the end for Ferragni. There is a lot of hatred towards them. However, this crisis will be healthy. It will accelerate regulations to create more trust in the market. Ferragni’s ability to recover will depend on her ability to learn from her mistakes.

The Guardian (Adapted)
13 January 2024

Section : N° d'inscription : Série :

Nom et Prénom :

Date et lieu de naissance :

Signatures des surveillants

.....

.....

ANGLAIS (Sections: Économie et gestion, Mathématiques, Sciences expérimentales et Sciences de l'informatique _Session principale 2025)

I. READING COMPREHENSION QUESTIONS (12 marks)

1. Tick (✓) the right alternative. (1 mark)

The text is mainly about an influencer who

- a. risked a downfall in her career. ☐
- b. reached the peak of her career. ☐
- c. made a change in her career. ☐

2. Complete with information from paragraphs 1 & 2. (4 marks)

Involved parties	Unethical actions	Measures taken
Balocco company and Chiara Ferragni	a. b.	c. d.

3. For each of the following statements, pick out ONE detail from the text showing that it is FALSE. (3 marks)

- a. Chiara's activity on social media originally focused on advertising for sweets. (Paragraph 1)
.....
- b. Chiara Ferragni made just a verbal apology to get out of the scandal. (Paragraph 2)
.....
- c. Chiara's case had only negative impact on consumers. (Paragraph 3)
.....

4. Tick (✓) the correct option. (2 marks)

- A. "teetering on the edge" (paragraph 1) nearly means: being on the verge of
 - a. fighting ☐
 - b. collapsing ☐
 - c. restarting ☐
- B. "the fall from grace" (paragraph 3) nearly means: the loss of
 - a. genius ☐
 - b. funds ☐
 - c. status ☐

5. What does the underlined word in the text refer to? (1 mark)

they (paragraph 2) refers to.....

6. Do you think that laws are enough to improve transparency on social media? Justify your answer. (1 mark)

I that laws are enough to improve transparency on social media because

Ne rien écrire ici

II. WRITING (12 marks)

1. Develop the following notes into a 4-line paragraph about Forest Therapy. (4 marks)

Definition	process of relaxation / immerse oneself / nature / use / all five senses
Creation	emerged / Japan / 1980s
Benefits	<ul style="list-style-type: none">- encourage / mindful engagement / physical / mental activities / jogging / meditation- alternative / screen dependence / stress / our daily lives

2. An increasing number of companies worldwide are opting for allowing their employees to work from home. Meanwhile, some others are still hesitant about it.

Write a 12-line **post** for a business blog stating at least **three benefits** and **three challenges** of home working **to help** hesitant companies make **informed decisions**.
(8 marks)

III. LANGUAGE (6 marks)

1. Put the bracketed words in the right tense and /or form. (3 marks)

We've all heard about five-a-day when it comes to getting enough fruit and vegetables. But what about when it comes to **(move)**..... our bodies? Just five short and easy exercises a day could be the key to safeguarding **(we)** future health – including helping prevent certain cancers. Recent studies **(show)** that even small amounts of regular movement can be **(benefit)** In fact, just three-and-a-half minutes per day of vigorous activity can reduce overall cancer risk by 17–18%. However, not having enough spare time **(often/cite)** as a barrier to exercise. Over half of UK adults say having more time; energy and feeling **(fit)** would motivate them to be more physically active. Fitness five-a-day doesn't mean big workouts – it's micro breaks of movement that you can incorporate into your daily life.

2. Circle the correct alternative. (3 marks)

After arriving in Chicago from Portland, we learned that our connecting flight to Newark **(had canceled / had been canceled / was canceled)** due to weather concerns. A couple of hours later, we were **(on / in / at)** a flight to Brussels, from where we would head to Madrid. We were set to arrive nine hours behind **(diary / agenda / schedule)**. After frantically rifling through my bags, breathlessly retracing our steps, and finally making a mad dash to the security checkpoint to talk to an airport official, I **(recognized / realized / emphasized)** that my iPhone was gone and I would be lucky to ever see it again. **(Stranger / Strange / Strangely)**, calm settled over me. Walking back to our gate, I turned to Jane and said: "I'm not going to let this **(ruin / run / rate)** our vacation."