

Corrigé ECRICOME LV1 2014

1. VERSION

Walgreen, la plus grande chaîne de pharmacies aux USA, fait des efforts pour améliorer l'état de santé de ses clients - ne serait-ce qu'en apparence.

Il s'agit là d'une stratégie qui peut sembler aller à l'encontre des intérêts d'une entreprise qui récolte un cinquième des revenus pharmaceutiques américains et distribue chaque année les médicaments inscrits sur 821 millions d'ordonnances visant à traiter le diabète, le cholestérol et autres maladies que quelques pompes et de la gym pourraient en partie soigner.

Cela permet aussi à ses bénéficiaires de garder la forme.

Ce matin, Walgreens a annoncé que ses bénéfices avaient augmenté de 86 % au cours du dernier trimestre, ce qu'elle attribue en partie à un nouveau programme de fidélité qui accorde des réductions aux clients en fonction de leur activité sportive.

85 millions de personnes sont d'ores et déjà inscrites ce qui, se vante-t-elle, en fait le programme de ce type qui progresse le plus au monde.

Walgreens a fait très attention à concevoir un programme avare en réductions, cependant ce n'est pas le calcul pur qui est important ici mais le message que l'on fait passer : vous comptez pour Walgreens.

Même de rien, l'entreprise est en train de créer le genre de lien psychologique et émotionnel dont rêvent tous les publicitaires.

Si elle arrive à obtenir qu'une personne se connecte tous les jours à l'application de suivi d'activité physique, il y a de bonnes chances pour que cette personne devienne un client fidèle, encline à acheter davantage de produits de santé et de bien être chez Walgreens.

« Je crois que ce qui compte, c'est de s'assurer que nous savons comment motiver chaque client à venir plus souvent dans nos magasins, » affirme Beth Stiller de chez Walgreens. « Même si nous devons pour cela remettre des coupons de réductions symboliques à tout client venant chez nous à pied. »

2. THÈME

In terms of social law, Queen Elizabeth's London residence is no better than firms like Mac Donald's or Burger King.

At issue are the zero-hour contracts the Royal Palace has generously offered 350 seasonal employees hired to greet the tourists.

These contracts, which are uniquely British, do not guarantee the new recruits any number of hours of work at all – it all depends on the number of visitors – there is no minimum wage whatsoever, while they are not allowed to take on any other job !

More often than not, these employees do not have paid days off or sick leave. These very precarious jobs are nothing new. Mc Donald's, for instance, has been operating with them ever since it set up business on British soil in 1974.

Very much in use in the catering and hotel-keeping industry as well as in education for instance, they are supposed to be limited to low-skilled jobs, but are becoming more and more popular. Although they may sometimes be satisfying for students, pensioners or housewives looking for ways to make

ends meet, today, 1 million British people are thought to have such contracts, which corresponds to one fifth of all the jobs created in the UK since 2008 and to 3 to 4% of the country's labour force.

3. ESSAI - Les candidats traiteront **l'un des deux sujets proposés** et indiqueront le nombre de mots employés (de 225 à 275).

1. Has the US become a color-blind country?

On the 50th anniversary of Dr Martin Luther King's March on Washington, it is tempting to see the election of Barak Obama, America's first mixed-race president, as the fulfillment of King's dream of a post-racial society.

Indeed, African-Americans have made huge strides politically and socially. Once attempting to vote could cost them their lives; they now vote massively and are elected to high office, even among largely white electorates. Segregation used to be the rule; now virtually all American neighborhoods are racially integrated. Unlawful in the past, mixed marriages are now on the rise. Once condemned to menial labor, blacks now figure among the nation's political and business leaders.

For these reasons the Supreme Court has recently rolled back some of the Civil Rights measures that brought about such dramatic change in American society. In June of 2013 it struck down part of the 1965 Voting Rights Act that subjected states with a history of racial discrimination to strict federal oversight; the following April it upheld a Michigan state ban on affirmative action in universities. Taken together, these rulings might suggest that the US has managed to do away with racial discrimination, no longer needing exceptional measures to ensure equal treatment.

Yet the high-profile shooting of an unarmed black teenager, the delayed arrest and subsequent acquittal of his killer in July of 2013 triggered nationwide outpourings of anger from the black community. The Trayvon Martin case crystallized a longstanding, historically-rooted conviction among African-Americans that the criminal justice system patently fails to serve all US citizens equally.

Evidently, despite undeniable progress, racial profiling remains both a reality and a bone of contention in American society. (274 words)