



EPREUVES D'ADMISSION

SESSION DE DECEMBRE 2015

LANGUE DE TRAVAIL : ANGLAIS

I. DOSSIER

Doc. 1

Emma Kasprzak, BBC News

Vintage style: The rise of retro fashion

Cupcakes, bunting and pre-loved treasures coming to a village hall near you soon.

The rise of vintage from fashion to furniture has been well documented on blogs and in the media. But as more businesses rebrand second hand as shabby chic will retro style fall out of favour?

"Even if you go back two or three years you used to get real bargains. You could bid on old furniture on eBay and get it for 99p, now the same items are £60 or £70," says Estelle Riley. Ms Riley sells "shabby chic" furniture and accessories in the West Midlands through the business she co-owns, The Secret Garden. But recently the popularity of vintage has caused its own problems.

"We used to go to charity shops and pick up furniture for next to nothing but you can't do that now," she said. Initially people bought second-hand furniture and restored it because it was all they could afford. But then they began to like the old-fashioned look and sought out pieces that could be painted or distressed to recreate the vintage look at home.

And despite the challenges in seeking out a bargain she believes vintage is still on the rise. "We only set up the business in February but we've noticed vintage fairs are becoming really popular," she said.

But vintage could become a victim of its success, according to Collette Costello. The Manchester-based designer creates clothes and bags based on designs from the past. She said: "The market is becoming a bit saturated. Quite often an event will say it is vintage but you go along and see they've adopted the word vintage to sell second hand."

Vintage is defined as representing the high-quality products of the past such as designer clothing or classic cars - but to many it has become a catch-all term for anything that looks old - even if the item itself is new.

"I sell stuff which is in the style of vintage but everything I make is brand new. Too many people are taking shoddy goods and selling them as vintage - the quality is going down," she said. "Consumers won't be interested in two years time as prices go up and people become wise to it."

Charity Oxfam launched its vintage section online and saw sales through its website shoot up by 400%. The service, which allows Oxfam's 700 shops to post vintage items for sale online, was set up three years ago after the charity noticed more people were typing the word "vintage" into the website's search box.

Caroline Swarbrick, Oxfam's trading events manager, said the charity ensured volunteers knew what genuine vintage was and did not label things as vintage if they were just second hand. "We're really careful to talk to our volunteers and tell them retro means retrospective, so it's made in the style of a certain era, whereas vintage is anything over 20 years old, so no later than the 80s. If it's over 100 years old then it's antique."

Just three weeks ago the website recorded its highest ever sales turning over £4,000 in one week.

The charity even has a vintage shop in Manchester - Oxfam Originals - and boutiques scattered around the UK which sell vintage goods.

Whether vintage is still on the rise or starting to decline, everyone agrees items from the 1950s are still the biggest draw for those seeking an escape from economic doom and gloom.

Ms Costello said: "A lot of fabric was used in skirts and the quality was high - shops wouldn't make skirts like that now because they would cost too much money. There was an exuberance about the 50s. After the war people didn't take things too seriously - we look back on it as a more fun time."

Catherine Wright thinks another reason for the appeal is the hourglass shape of 1950s women's clothing. The vintage boutique owner, who sells clothes and collectibles from her Southampton shop, said: "If you look at High Street fashion it's been slouchy sportswear for a long time."

"Fashion very naturally swings and it was time for the look to come back. The 50s style speaks very much to women's endless fixation on body shape - it's very appealing to wear a big skirt that can make your bottom go away." But despite the rise of vintage threatening to flood the market, she said she was not concerned. "It's kind of inevitable that the bubble will burst but vintage will still be here because people will still be interested in beautiful old things."

Doc. 2

Hannah Jane Parkinson, *The Guardian*

From Mario to Sonic: how classic video games are going the next level

Arcade games from the 1970s and 80s gain new lease of life on dedicated sites where fans can watch, play and reminisce

Whatever your age, if you're a fan of video games, there will always be a few titles that carry the heavy scent of nostalgia. Just as one looks back at photos and reminisces about flared/stonewashed/cut-off jeans, the gamer, too, will fondly remember the consoles and games of their bubblegum years.

Whether that be playing Pac-Man in the arcades; the introduction of the Atari 2600; whizzing through levels of Sonic the Hedgehog on the Sega Mega Drive; the way the sucker-feet of a Quickshot joystick would pop unstuck at a critical point; or the helicopter hair of Rayman on the original Playstation, memories tend to be as hard to shake as an addiction to Angry Birds.

The games industry is currently in rude health. The global industry is on track to be worth \$86bn by 2016, according to the Entertainment Software Association, and the European market is worth over \$20bn alone.

But however impressive the games of today, there's no buzz quite like revisiting the gentle classics, dusting off C90s to stick clunkily into a ghetto blaster, or unearthing a creaky VHS.

The internet, as ever, is here to help. Websites have cropped up allowing fans to play legal versions of 20- and 10-year-old games in-browser. So-called easter eggs (hidden shortcuts and tricks) are turning different sites into gaming experiences, and players are uploading in-game videos of themselves playing on YouTube.

Here, we take a look at how the internet is taking classic games to the next level.

Playing online

There are entire cities of sites now dedicated to letting you play classic arcade games on your lunch break at work. Free80sarcade.com hosts Pac-Man (1980), Donkey Kong (1981), Street Fighter (1987), Zelda (1986), Super Mario Brothers (1985), Assault (1983) and hundreds of others, though you do need Adobe Flash Player installed. The Internet Archive has also made a whole roster of games available to play for free, sorted by console. There are tons of games for the Coleco Colecovision, the Entex Adventure Vision, the Bandai Super Vision 8000 and most consoles you can think of.

The above sites are legal, but be careful when browsing around the web as some sites will fall foul of gaming emulator laws (especially if you're after recent games).

Easter eggs online

There are loads of 'easter eggs' or hidden treats on the web that provide great fun for old school gamers. For instance, if you land on any video page in YouTube (it must be a video page, not the home page), type in '1980'. Not, in the search bar, just in the page. You should now find you can play Space Invaders above your video. Another gaming easter egg from YouTube is when a video is playing or paused, hold down the left and up arrow keys – this should allow you to play Snake across the screen.

Google, of course, is famous for its interactive Google doodles. But the search engine also has a few tricks up its sleeve. Have a go at typing the following terms into the search box: 'Do a barrel roll' ; 'Atari breakout' (and then click on Images) ; 'zerg rush' (and play the game by clicking on the falling Os).

In-game videos

YouTube has always been a home for gaming aficionados to upload their game play tricks and tips – most football fans know the frustration of searching for live action footage and stumbling upon the second half of someone's FIFA tutorial. What's relatively new though, is people hooking up their old consoles and sharing the game play from classic titles, sparking nostalgia across the net.

And then there's the oldclassicgame channel on YouTube that allows you to watch game play of vintage video games, as far back as 1971. Classic Video Games, (below) features a number of old games from Game Boy, Atari 2600 and Playstation 2. Just make sure your boss doesn't see...

Doc. 3



Doc. 4

Derek Hall, *The Pine Log*

Vintage technology all the rage

Youth brings back the past with fascination of old media

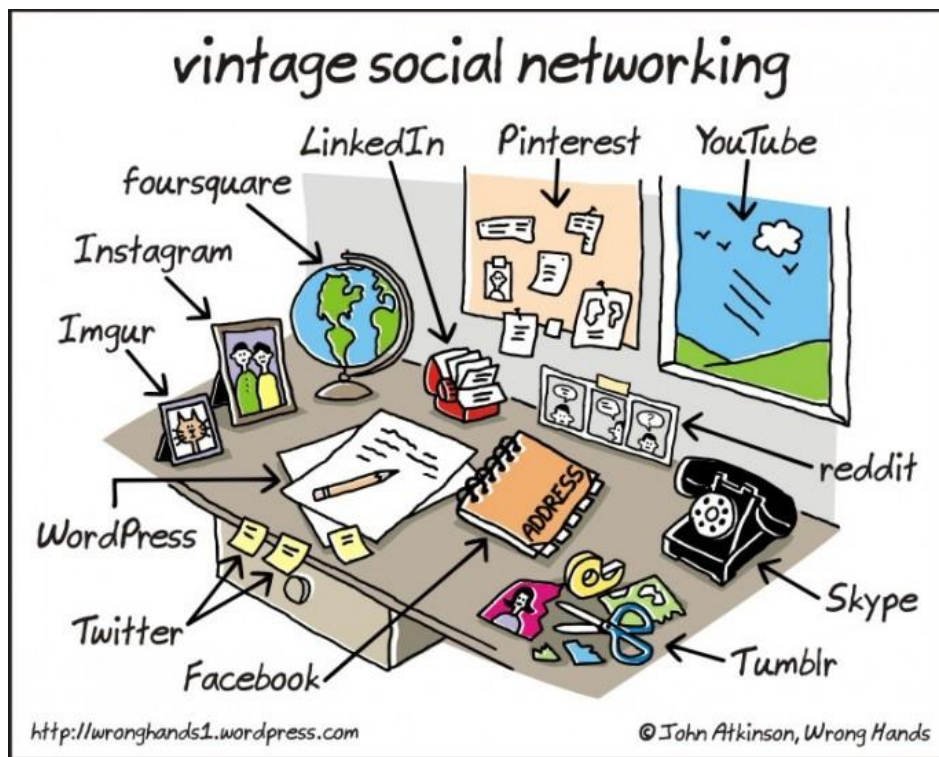
It seems that today, even amidst all the new technologies and fashion trends that sprout up almost daily, kids and young adults between the ages of 15 and 30 are fascinated with older media. Vinyl records are making a huge comeback in the recording industry as top artists and indie bands alike are putting out LPs of their brand-new albums using the medium, usually with a code for a digital copy of the album included. Most avant-garde, bohemian, hipster or what-ever-you-call-ems own a record collection that they never shut up about, playing them from their cute Crosley turntable. Fujifilm's modern take on the classic Polaroid, the Instamax, has become widely popular amongst the Twitter-famous and the Tumblr-savvy. Trendy teenagers scour through thrift stores looking for colorful windbreakers, overalls and mom jeans to accent their modern styles. Why are these old styles and forms of media becoming so popular? I believe it is partly because of how millennials were raised.

Millennials are the last generation to be born before the digital age. The average millennial was born between 1985 and 2000 in what was, for the most part, still an analog world. Technology has advanced more in the last 30 years than in most of the last two centuries. We simply didn't have time to enjoy the technology we grew up with, because something new came along too soon after. So, it almost seems like we are subconsciously trying to bring back the past and make up for what we missed.

No form of media ever truly disappears. Television was heralded as the killer of radio, and the Internet was thought to be the killer of both. People have a way of holding on to what they love, even if it's not popular anymore. Some things, like film photography, remained popular among artists for their artistic value. Even as late as 2005, it was still common to use film cameras in spite of the emerging digital camera industry. Nowadays, most people won't even bother to buy a separate camera because their cell phone most likely takes impressive photos, which is why the popularity of the Instamax is surprising. Part of the reason some people think it's more fun to use an Instamax or listen to vinyl is the same reason someone will pay \$9 or more to see a new movie once in the theater—the experience. Obviously, it's nice that you can play one song after another in any order you want on your iPod, but there's something so satisfying about thumbing through a folder full of CDs or a box full of records, flipping one over on the turntable and listening to the warm scratchy sounds produced.

I, for one, don't mind this new trend of bringing back old media and styles and adapting them to modern times. It is always important to look back on where we come from if we want to move forward. Whether it's listening to the classic rock station on your latest smartphone or listening to the Pinkprint vinyl version on your mom's 30-year-old record player, enjoy doing what you love no matter what decade it comes from.

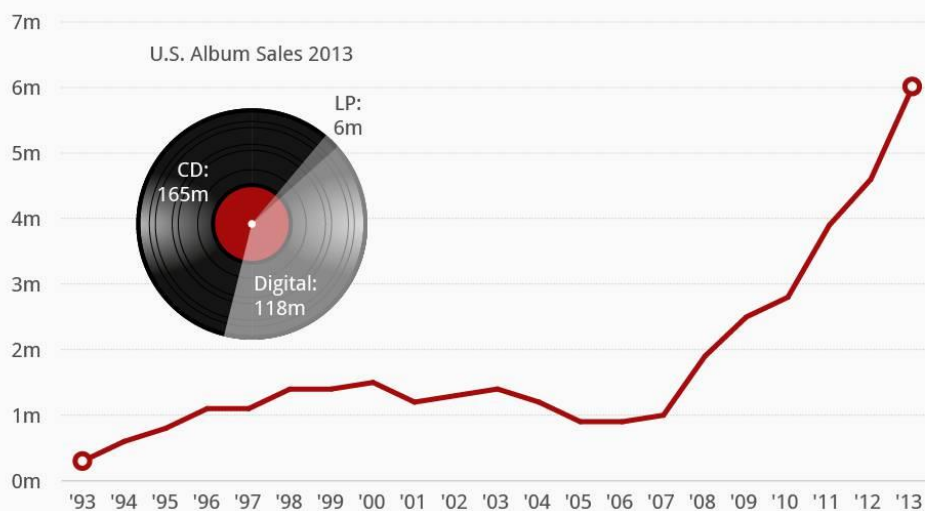
Doc. 5



Doc. 6

The LP is Back!

Vinyl album sales in the United States from 1993 to 2013 (in million units)



II. SYNTHÈSE

Relying on the various documents of the Dossier, you will write a summary about the relative success of vintage fashion (300 words).

III. TRADUCTION

Translate into your mother tongue the following section taken from Doc. 4

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IV. REDACTION

Fashion is never out of fashion. Discuss (500 words).