

**BACCALAUREAT
SESSION 2021**

**SERIE A1 - coefficient : 4
SERIE A2 – coefficient : 2**

Durée : 3 H

LANGUE VIVANTE 1 : ANGLAIS

SERIES : A1-A2

Cette épreuve comporte quatre (04) pages numérotées 1/4, 2/4, 3/4 et 4/4.

PART ONE: READING (40%)

Read the text below and do the activities that follow.

INFLUENCE OF COVID-19 ON THE SPORT INDUSTRY

If football leagues restarted after the Covid-19 compulsory break, most leagues did so with matches played without spectators in the stadium. An end to the exclusion of fans in the stadiums and to this “new normality” is presently unforeseeable. Critics may think that even a continuation under these conditions is too far-reaching, but a political decision must take into
5 account the trade-off between the benefits of health protection measures and the costs of suspending the team sports industry in accordance with the principles of proportionality, so that the decision can at least be understood under the specific conditions of football.

However, the playing of matches behind closed doors significantly changes the character of the game. One of the most important characteristics of professional football
10 before Covid-19 was the typical stadium atmosphere, with fans applauding, booing, singing etc... With matches played behind closed doors, this distinctive stadium atmosphere is completely lost. For the behaviour of players and coaches, it is crucial to become aware that any sound they make and every word they say is well understandable.

In addition, the fact that the matches are played without fans in the stadium and thus
15 without the typical stadium atmosphere has changed the character of the broadcast as well, even if some TV stations try to compensate the atmosphere by recorded fans sounding. Even the demand for televised matches might be reduced if armchair fans miss the added flavour of stadium fans. It remains to be seen whether and how this will affect the television demand empirically.

20 Before the Covid-19 pandemic, industry representatives had already heard that the atmosphere in the stadium certainly had an effect on the marketability of the television rights, although not a decisive one. It is therefore conceivable that interest in the transmission of matches played behind closed doors could decline because TV viewer demand could dwindle. Consequently, this could affect the value of television rights with a time lag.

25 From an economic point of view, the football clubs had to forgo the payments from
 ticket sales and catering. But, there is no doubt that, in addition to sporting considerations, the
 continuation of the game was primarily undertaken with a view to generating revenues of any
 kind, namely from television marketing and the associated sponsorship money. The fact that
 30 especially the big football leagues were trying to restart as quickly as possible, (unlike leagues
 in other sports such as hockey or handball) probably mainly due to the fact that income from
 ticket sales in football is of secondary importance in relation to income from television
 marketing.

Adapted from *Exploring the Sports Economic Impact of Covid-19 on Professional soccer*, by Michael Drewes, Frank
 Daumann and Florian Follert, *Soccer and Society*, vol.22,2021, Issue 1-2, *tandfonline.com*, 03/08/20

A. VOCABULARY CHECK

Match the words from the text in column A with their synonyms or definitions in
 column B. One definition in column B is not concerned. Write your answers like in the
 example. Example: 1- c

A	B
1- compulsory (line 1)	a-abandon
2-unforeseeable(line 3)	b-transmission
3- far-reaching (line 4)	c- forced, obligatory
4- trade-off (line 5)	d- special savour or taste
5- booing (line10)	e- balance, equilibrium
6- broadcast (line15)	f- diminish
7- flavour (line17)	g- provision of food and drink
8- dwindle (line23)	h-disapproval shouting
9- a time lag (line24)	i- unpredictable, uncertain
10- forgo (line25)	j- admiration
11- catering (line26)	k- delay
	l- extending in effect

B. COMPREHENSION CHECK

Read the text again and write short answers to these questions (Two lines maximum).

1. What measures did football leagues take to restart their competitions?
2. Is it easy to predict when the fans will return to stadiums? Justify your answer.
3. What is the most important change in football in this period of Covid-19?
4. Why is it so easy to understand anything that coaches and players say on stadiums today?
5. Which solution has been found to the lack of the usual stadium atmosphere?
6. How do TV channels compensate the absence of real spectators?
7. How could the absence of spectators on stadiums affect TV viewer demand?
8. In what way does the COVID-19 impact football economically?
9. Which leagues were the first ones to restart the games? Why?
10. According to the writer, which of ticket sales and TV marketing brings more money?

PART TWO : LANGUAGE IN USE (30%).

A. This is part of an article about the special role of spectators. To make it meaningful, fill in the gaps with the appropriate words from the box below. One word in the box is not concerned, and another word can be used in two gaps. Write your answers like in the example. Example: 1- in

so- the – collecting- for- of – in- served- have- during- to – on -in

The role of spectators for professional sports is well-known within sport economics. For soccer 1..... particular, there is empirical evidence that fans have considerable impact, for example, 2..... referees. Reade Schreyer and Singleton, therefore assume that the absence of fans 3.....the Covid-19 crisis will 4..... an impact on the results 5..... sporting events 6..... general. They refer to a study by Petterson-Lindbom and Prinks and are 7.....new evidence within an ongoing project.

Besides these effects on the outcomes of matches, we would like 8..... focus on the importance of spectators to produce the marketable product “soccer”. With the broadcasting of the “ghost games” on television, television viewers were 9.....via the broadcasters. Television viewers are “pure” consumers of the marketable products “soccer game”. Demand 10..... the product depends, primarily on consumer preferences, the economic determinants (costs of access, incomes, etc...) 11..... quality of sporting competition.

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B. This is the speech from the World Football Summit (WFS) that suspended football competitions because of the Coronavirus pandemic. To make it meaningful, choose the correct forms or tenses of the verbs in parentheses. Write your answers like in the example.

Example: 1- puts.

WFS SUSPEND ALL ON-SITE EVENTS FOR THE NEXT FOUR MONTHS DUE TO THE CORONAVIRUS

The Corona virus pandemic is posing an unprecedented challenge for the world. One that can only be overcome if the global community works together as a team and 1 (**puts – is putting- has put**) general interests over individual ones. This means 2 (**setting- sets- set**) people’s health and well-being as the only priority, and that’s what the World Football Summit is committed to.

We are all confident that the end of this battle 3 (**will be- is- was**) near, that the ball 4 (**would- will-is**) soon roll again and we will be able to gather around football and the rest of the things that make us happy. But currently, there 5 (**will be- is- would be**) no way to know exactly when this will happen.

We 6 (**will love- would love- love**) to give alternative dates, but at the moment nobody is able to predict when it will be safe for people around the world to travel normally and come together for larger events. What you can be sure of is that this global crisis 7 (**reinforced- had**)

reinforced- will reinforce) only the first and most important of our founding principles: our commitment to serve the football industry through thick and thin. If we all play our role, we **8 (will win- would win-would have won)** this match.

The world we **9 (will come- would come- have come)** out to may not be the same anymore, and our industry **10 (will have to- would have to-will)** adapt. The beautiful game **11(helped- had helped- has helped)** heal deep wounds across the world throughout history and now we need to make sure that it remains that way.

PART THREE : WRITING (30%)

Do **only one** of the two tasks below (not more than 25 lines).

- A.** Talking about the present atmosphere on football stadiums because of the Corona virus, Jack Stein, a manager of a British team, said: "Football without fans is nothing!" Do you agree with him or not?
- Give your opinion.
 - Support your position with arguments and examples.
 - Suggest solutions to make football attractive during this Covid-19 period.
- B.** You have represented your English Club at a youth conference on the effects of the Covid-19 pandemic, in Abuja, Nigeria. Back to your country, you write an article for your school English Club's magazine to inform the school population about the economic consequences of Covid-19. In your article,
- list three (3) economic areas which have been affected by Covid-19;
 - mention the main consequences of the restriction measures on each of these economic areas;
 - give two (2) measures proposed during the conference to save the economy after Covid-19.