E1.2 : LANGUE ANGLAISE APPLIQUÉE À L'INFORMATIQUE ET À LA GESTION

(partie écrite)

Durée : 2 heures   **Coefficient : 2**

L'usage d'un dictionnaire bilingue est autorisé.
Les calculatrices sont interdites.

BLUE AND DIFFERENT

It comes in a translucent blue, futuristic conical case, is reviving the fortunes of *Apple Computer*, and could be pointing the way for the world's manufacturers of personal computers. It is the i-Mac, a consumer computer costing $1,299, which has produced reactions from enthusiasm to suspicion among the rest of the industry. Significantly, 30 per
5   cent of i-Mac owners appear to be first-time computer buyers.

So what is different about the machine ? Certainly not its operating system, which is not really innovative. The most obvious change is the style of its external design, being heavily emphasised by *Apple* in an advertising campaign with slogans such as "Chic. Not Geek". But the real innovation is its "plug and play" ease of use. For example, it comes in one piece,
10   cutting down on the external wires that need attaching. And it has a "Universal Serial Bus" which allows printers and other devices to be plugged into any available socket. The computer will then sense its presence and reconfigure itself accordingly.

The technology behind the bus has been around for some time and is generally available, but most computer builders still insist on selling machines with a full range of differently shaped
15   plugs to ensure every possible printer and peripheral can be attached. Apple has sacrificed that capacity in return for the certainty that when you have the right printer there is no looking at the back of the machine wondering how to plug it in. Similarly, speakers are built into the machine, rather than outside it. This means that you cannot upgrade them, but it means two wires less to get confused about. The lack of floppy disk drive also annoys
20   computer enthusiasts. But Apple argues that most people use computers to get on to the Internet or to play games. They do not need a floppy drive and will be grateful not to have to worry about one.

There are already signs of other companies moving in a similar direction. In August 1998, Intel, the computer chip manufacturer, unveiled a prototype of a blue triangular computer and
25   urged the industry to move in new directions. Andy Grove, chairman of Intel, which provided much of the underlying technology for the i-Mac, has complimented *Apple* on pointing the way forward for the industry. Brian Halla, chief executive of National Semiconductor, the big chip manufacturer, believes the i-Mac is an important step in getting a broader range of consumers online, in preparation for the day when services such as banking, shopping and
30   even telephony are delivered via computer networks.

In 1999, *Apple* is due to launch its latest product : a cheap notebook aimed at the education market. It will be certainly different. Who knows, maybe green ?

Adapted from an article by Roger Taylor in *the Financial Times* – October 1998

QUESTIONS

1.- <u>COMPRÉHENSION</u>   *(12 points)*

Après avoir lu le texte en entier, vous traduirez le troisième paragraphe (lignes 13 à 22).

2.- <u>EXPRESSION EN ANGLAIS</u>   *(8 points)*

Answer the following questions :

a) *Apple* argues that floppy disks are no longer necessary. Do you agree ? Why or why not ?
   (80 words)   (3 points)

b) Bill and Steve have a discussion about the respective advantages and disadvantages of i-Mac and PCs. Write the conversation. (150 words minimum)   (5 points)

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PROPOSITION DE CORRIGÉ

1.- COMPRÉHENSION   *(12 points)*

La technologie de ce bus existe depuis longtemps et est partout disponible, mais la plupart des constructeurs continuent encore à vendre des machines équipées d'une gamme complète de prises pour pouvoir brancher n'importe quelle imprimante ou n'importe quel périphérique. Apple a sacrifié cette possibilité au profit de la certitude qu'il n'y aura pas de recherche à l'arrière de la machine pour la connexion, à condition d'avoir la bonne imprimante. De la même façon, les enceintes sont intégrées, plutôt que connectées à l'extérieur. Ceci veut dire que vous ne pourrez pas les changer, mais en contrepartie ça représente deux câbles en moins, donc moins de confusion. L'absence de lecteur de disquette dérange les passionnés d'informatique. Mais Apple la justifie en disant que la plupart des gens utilisent des ordinateurs pour aller sur internet ou pour jouer. Ils n'ont pas besoin de lecteur et seront reconnaissants de ne pas avoir à s'en préoccuper.

2.- EXPRESSION EN ANGLAIS   *(8 points)*

a) There are several reasons why Andy Grove and Brian Halla encourage the use of the i-Mac. For Intel's Andy Grove, it is basically for business reasons – first because Intel provided the necessary logistics so they have a vested interest in it, and second because they are moving exactly in the same direction since they developed a similar prototype machine in August 1998. For National Semiconductor it is more for potential internet use and applications because Halla is convinced that the i-Mac is the only one so far to open the way to easy and fast online access to any kind of services.

b) Review and benchmark on the web : the i-Mac is presented as the first internet computer, the first one designed for the internet. It is supposed to revolutionize the use of the personal computer and increase the market share of the compagny. It may capture the market of those who are not yet equipped. There are pros and cons.
Pros : its look, translucent case and futuristic design. Its price - $1,299 is cheaper than the average Macintosh. Its USB technology and userfrienliness. Its "plug and play" use. No fumbling around at then back of the computer. Immediate online access to the net. This is a one-piece machine so everything is built-in from the speakers and the CD-Rom drive to the modem.

Cons : its translucent case may give it a cheap, a junk aspect because of the implicit frailty of plastic – it does not look like a computer, but more like a toy. It has no disk-drive, but even so, it is a debatable idea, because it invites the user to store his/her data at the provider's. As it is a one-piece machine, it cannot be upgraded and that is disturbing for most conventional computer users.

NOTE : Ces éléments de réponse sont donnés à titre indicatif et seulement à partir du sujet. Si l'étudiant rajoute des arguments de son propre chef et à partir de ses propres connaissances, c'est tant mieux !