

BACCALAURÉAT
SESSION 2020

SÉRIE A1 - Coefficient : 4
SÉRIE A2 - Coefficient : 2
Durée : 3 h

LANGUE VIVANTE 1 : ANGLAIS

SÉRIES : A1 – A2

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

Do all the activities of this examination paper on your answer sheet.

PART ONE : READING (40%)

Read the text below and do the tasks that follow.

Chasing fair skin, Ivorians ignore whitening cream ban

Many Ivorian women, as well as more and more men, are using creams with dangerous chemicals for depigmentation, despite government attempts to stop the practice. In late April, Côte d'Ivoire banned whitening creams because of the negative health effects associated with them, ranging from white spots and acne to cancer

5 If applied liberally, the cosmetics can also cause high blood pressure and diabetes, according to Professor Elidje Ekra, a dermatologist at Abidjan's Treichville University Hospital. The banned products include creams containing mercury, certain steroids, vitamin A, or with hydroquinone levels above two percent. Hydroquinone is often used in black and white photography and is banned as a skin-lightening ingredient in Europe as it is considered a potential carcinogen.

10 The dangers don't seem to deter consumers, though. While no official statistics are available, "tchatchos" or those with lightened skin, often recognisable by their darker knuckles and elbows, are omnipresent in Abidjan. Businesses continue to sell the whitening products, because they know people will continue to buy them despite the risks. "We know that our lightening products are dangerous", an executive for an Ivorian cosmetic company said, adding that a ban would be counterproductive. "It would push consumers to make their own products, which would be even worse. At least we know the composition." Some women say that it's societal pressure particularly from men that forces them to lighten their skin. "It's men that push women to become lighter", said Marie-Grace Amani, who has been whitening her skin for the past four years. Côte d'Ivoire's Health Minister agrees. Ivorian men "love women who shine in the night, they bring light and glow in the bedroom", she told AFP.

20 Three months after the new law which could entail a heavy fine was introduced, violator-salons are still advertising their lightening products. Whitening soaps with names like "Glow and White" and "Body White" leave little doubt as to their intended use. "After raising awareness, we will move to the next phase of removing products from the market", the Minister said. A national evaluation and marketing authorisation committee has been set up to ensure the implementation of the measures, but one of the biggest fights could be against cultural beauty standards. Lightened faces continue to proliferate on billboards in Abidjan, with the featured models flaunting fair skin. Ekra says that while it is a great initiative, the text is still an "empty shell". "We see women on national television who use the corrosive products", said Ekra. "Do those that enforce the measure even

4. The dangers related to whitening products

- a. discourage consumers
- b. have little effect on consumers
- c. lead consumers to take precautions
- d. threaten consumers

5. Whitening product users can be identified by

- a. different colours on their legs and arms
- b. the harmonious colour of their knuckles and elbows
- c. numerous colours covering their skin
- d. different colours of their knuckles and elbows

6. According to the text, people with lightened skin can be met

- a. everywhere in Abidjan
- b. elsewhere than in Abidjan
- c. at some specific neighborhood in Abidjan
- d. only in some suburb of Abidjan

7. The sellers of whitening products are

- a. ignorant of their bad effect
- b. indifferent about their bad effect
- c. aware of their bad effect
- d. prudent about their bad effect

8. Why do business people in cosmetics think that the prohibition of these products will be useless?

- a. because companies will lose money
- b. because there will be a proliferation of consumer-made products
- c. because there will be societal pressure
- d. because men may divorce their partners

9. When reading advertisements like "Glow and White" and "Body White" people clearly understand that these products are for making their skin become

- a. black
- b. white
- c. brown
- d. yellow

10. In paragraph 4, which of the following elements is NOT listed as a means of advertisement of cosmetics?

- a. billboards
- b. TV
- c. models
- d. social media

11. According to the text, the new law is an empty shell because

- a. they must fill the shell
- b. they respect it
- c. a lot of people in society ignore it
- d. people pay attention to it

PART TWO : LANGUAGE IN USE (30%)

This is part of an article about skin lightening. To make it meaningful, fill in the numbered gaps with the appropriate words from the box below. There are more words than gaps. Write your answers like in the example.

Example: 1- covers

their - because - lighten - as well - on - covers - of -
daily - more - with - bleaching - fairer

After carefully washing her face, legs and arms, Taiwo Solomon vigorously rubs cream over her body. She is meticulous and makes sure she (1) ... her entire face. Solomon, 32, is (2) ... her skin. She believes (3) ... skin could be her ticket to a better life. So she spends her meager savings on cheap black-market concoctions that promise to (4) ... her pigment. This has been a (5) ... routine for the past 15 years. She says her new skin makes her feel (6) ... beautiful and confident.

Solomon is not alone. According to the World Health Organisation (WHO), 77 percent (7) ... women in Nigeria use skin-lightening products, the world's highest percentage. That compares (8) ... 59 percent in Togo, and 27 percent in Senegal. The reasons for this are varied but most people say they use skin-lighteners (9) ... they like "white skin". It's not only women though who are obsessed with bleaching (10) ... skins. Some men too are involved in the practice. Skin bleaching comes with hazardous health consequences. The dangers associated with the use of toxic components for skin bleaching include blood cancers such as leukemia and cancers of the liver and kidneys (11) ... as severe skin conditions.

Adapted from Al Jazeera.

PART THREE : WRITING (30%)

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

A/ You have represented your English club at a conference on skin whitening products in Accra, Ghana. Back in your country, write an article in your school English club's magazine in order to sensitize the school population against skin bleaching products.

In your article,

- list the main reasons which lead people to use skin whitening products and say which category of people are involved in this practice;
- mention the risks related to the use of such products;
- give useful advice to prevent this phenomenon.

B/ You and your American boyfriend/girlfriend are planning to get married soon. However, in a recent letter he/she informed you that his/her parents wish you could have a lighter skin if you want to marry him/her.

Write a reply emphasizing your position about their request.