

ARE WE FACING THE DEATH OF EMAIL?

Imagine it: a life freed from the drudgery of deleting an inbox full of "unbeatable offers" and the latest missive on paper clips from head office. Email could follow the telex into the dustbin of communication tools we have loved and discarded if Thierry Breton, CEO of the information technology services company Atos, is a guide to the future.

5 Breton is to ban his staff from sending each other emails, complaining that they waste time and are outmoded. Only 10 per cent of the 200 electronic messages his employees receive per day turn out to be useful, Breton claims. "The deluge of information will be one of the most important problems a company will have to face in the future. It is time to think differently," he claimed. Internal email will be phased out inside 18 months at Atos. The 75,000 staff will instead use instant messaging and chat-style collaborative services inspired by social networking sites such as Facebook or Twitter. Atos staff used to spend between five and 20 hours a day dealing with email, but use of Breton's replacements has cut its use by up to 20 per cent, the firm claims.

15 His strategy has already been adopted by teenagers, who are shunning the now middle-aged email, which was first developed in 1971. Email use is down 31 per cent among the 12-17 age group this year, with a further 21 per cent slump among those aged 18-24. Mobile Instant Messaging (IM) services such as BlackBerry Messenger and Yahoo! Messenger, designed to facilitate low-cost, real-time communication around each X Factor performance, have supplanted ponderous email for the tech-savvy next generation. Mobile IM users are predicted to exceed 1.3 billion worldwide by 2016.

20 It's a development which Mark Zuckerberg sought to capitalise on with Facebook Messages, the social network's "modern messaging system", which merges text messages, IM and email into a single interface for 750 million users. "High school kids don't use email, they use SMS a lot," the 27-year-old technology pioneer said. "People want lighter-weight things like SMS and IM to message each other." For users, IM offers the immediacy that an email, often left unread, cannot.

25 However, if those teens are fortunate enough to find jobs, they are likely to still find themselves enmeshed in email's spam-blighted, sclerotic grip. The proportion of companies sending more than 50,000 emails each month has gradually increased in the last four years, from 40 per cent in 2007 to almost two thirds (60 per cent) in 2011. Spam still accounts for an estimated 89 per cent of all emails.

30 Tim Walters, senior analyst at the technology research company Forrester Research, said: "Email is disruptive, wastes a great deal of time and it's miserable as a collaborative tool. But it's still used daily by 85 per cent of workers." He added: "Email isn't a beast to be killed. Sometimes it's the most appropriate tool for communication. Other times people send them thoughtlessly or to cover themselves at work. And in government, emails have much greater potential for future discovery than IM."

35 What could replace email as a hassle-free, more collaborative communication tool? Yammer, a micro-blogging "Facebook for business" which allows groups of employees to share ideas through private communication, is now used by more than 80,000 firms. Breton has introduced the Atos Wiki, which allows all employees to communicate by contributing or modifying online

40 content, and Office Communicator, the company's online chat system which allows video conferencing, file and application sharing.

If email is dying, it will be a lingering demise. Without a ready audience through email, deal-a-day website Groupon would not have built a network of 143 million subscribers. More than 107 trillion emails will be sent this year, while the IM industry is hindered by fragmented services
45 which do not communicate with each other. But the Instant Messaging Generation Y, when they break into the workforce, are likely to demand new, liberating communication tools and free us from the web of email despair. Mr Walters said: "The Atos directive is working because the average age of their employees is 35 – it reflects their young workforce."

Adam SHERWIN, *The Independent*,
December 7, 2011
(abridged and adapted)

I. COMPREHENSION

Choisissez la réponse qui vous paraît la plus adéquate en fonction du sens du texte.

1. From line 1 to line 4, it should be understood that:
 - (A) People will never get rid of email as they got rid of the telex.
 - (B) The telex is still used today as it is deemed to be valuable.
 - (C) People today still use email and the telex because they are complementary.
 - (D) People are likely to abandon email as they did the telex.
2. From line 5 to line 12, it should be understood that:
 - (A) Breton insists on his employees using emails since they are less costly.
 - (B) Breton wants his employees not to use emails as they are old-fashioned.
 - (C) For Breton, emails are always useful, that's why he encourages his employees to use them.
 - (D) Breton thinks that emails help think differently.
3. From line 5 to line 12, it should be understood that:
 - (A) The number of emails at Atos is going to increase by 20% in the next eighteen months.
 - (B) The number of instant messages will increase by 20% in the next eighteen months.
 - (C) Atos has reduced its employees' emails by a quarter or less.
 - (D) 20% of Atos employees have a Facebook account.
4. From line 13 to line 19, it should be understood that:
 - (A) 31% of the 12-17 age group use email.
 - (B) About 31% of email is used by the 12-17 age group.
 - (C) 12-17 year-olds have reduced their email use by 31%.
 - (D) Email use among 12-17 year-olds is less than 31%.
5. From line 13 to line 19, it should be understood that:
 - (A) One of the advantages of email compared with instant messaging is that it favours real-time communication.
 - (B) Neither email nor instant messaging was conceived to make real-time communication easier.
 - (C) Instant messaging is more interesting as it makes real-time communication easier.
 - (D) Real-time communication and low-cost communication are incompatible.
6. From line 20 to line 24, it should be understood that:
 - (A) High school pupils often email their friends because it's faster.
 - (B) Pupils tend to prefer instant messaging though it's sometimes less convenient.
 - (C) Instant messages are often left unread, that's why pupils don't use them.
 - (D) One of Facebook's interest is that it combines text messages, instant messages and email.

7. From line 25 to line 29, it should be understood that:
- (A) More and more companies use email as a means of communication.
 - (B) 50,000 companies have imposed emails as a means of communication on their employees.
 - (C) The number of companies using email decreased by 20% between 2007 and 2011.
 - (D) In 2007, companies increased their email use by 40%.
8. From line 30 to 35, it should be understood that:
- (A) According to Tim Walters, email has only drawbacks.
 - (B) According to Tim Walters, email has some drawbacks but also some advantages.
 - (C) According to Tim Walters, email should be abandoned since few workers use it.
 - (D) According to Tim Walters, email should be abandoned as it has proved inefficient in government.
9. From line 36 to 41, it should be understood that:
- (A) Yammer is used by employees to contact their boss.
 - (B) Yammer only enables employers to contact their staff.
 - (C) Yammer is a social network which allows staff to communicate with each other.
 - (D) Yammer can be used only by employers.
10. From line 36 to 41, it should be understood that:
- (A) The Atos Wiki and Office Communicator have the same applications.
 - (B) The Atos Wiki is used by employers whereas Office Communicator was designed for employees.
 - (C) Thanks to Office Communicator, employees can use video conferencing while sharing files and applications.
 - (D) Neither the Atos Wiki nor Office communicator can be used by employees.
11. From line 42 to 48, it should be understood that:
- (A) Instant messaging has proved more efficient than email.
 - (B) Email must survive because it has enabled many sites to make a fortune.
 - (C) Email has proved inefficient compared with the instant messaging industry.
 - (D) Email is about to die since very few emails will be sent this year.
12. From line 42 to 48, it should be understood that:
- (A) The future of email is not rosy as the generations born with instant messaging will demand more liberating communication tools.
 - (B) Email has a long life ahead because the new generations will never abandon it.
 - (C) When they enter active life, the Instant Messaging Generation Y will be forced to use email.
 - (D) In the future, email and instant messaging will go hand in hand.

II. LEXIQUE

Choisissez la réponse qui vous paraît la plus appropriée en fonction du contexte.

13. "drudgery" (line 1) means:

- (A) unpleasant work
- (B) obligation
- (C) possibility
- (D) habit

14. "phased out" (line 9) means:

- (A) introduced
- (B) reviewed
- (C) updated
- (D) brought to an end

15. "shunning" (line 13) means:

- (A) adopting
- (B) avoiding deliberately
- (C) discovering
- (D) imitating

16. "slump" (line 15) means:

- (A) increase
- (B) cost
- (C) value
- (D) sudden decline

17. "ponderous" (line 18) means:

- (A) light
- (B) heavy
- (C) fabulous
- (D) thoughtful

18. "tech-savvy" (line 18) means:

- (A) who likes technology
- (B) who saves technology
- (C) who masters technology
- (D) who learns technology

19. "merges" (line 21) means:

- (A) transforms
- (B) offers
- (C) unites
- (D) imposes

20. "enmeshed" (line 26) means:

- (A) caught
- (B) crushed
- (C) mixed
- (D) rejected

21. "spam-blighted" (line 26) means:

- (A) underlined by spam
- (B) spam free
- (C) enriched with spam
- (D) spoiled by spam

22. "hassle-free" (line 36) means:

- (A) which doesn't cause any trouble
- (B) which is quick
- (C) which causes trouble
- (D) which makes you free

23. "lingering" (line 42) means:

- (A) silent
- (B) threatening
- (C) slow
- (D) interesting

24. "hampered" (line 44) means:

- (A) hidden
- (B) handicapped
- (C) boosted
- (D) shared

III. COMPETENCE GRAMMATICALE

Parmi les quatre phrases proposées, choisissez celle qui est grammaticalement correcte.

25.

- (A) Breton wants that his staff don't waste their time.
- (B) Breton wants his staff that they don't waste their time.
- (C) Breton wants his staff not to waste their time.
- (D) Breton doesn't want his staff that they waste their time.

26.

- (A) More you use IM, more you like it.
- (B) The more you use IM, more you like it.
- (C) The more you use IM, the more you like it.
- (D) More you will use IM, more you will like it.

27.

- (A) It is said that internal mail will be phased out inside 18 months.
- (B) Internal mail is said be phased out inside 18 months.
- (C) It is said that internal mail to be phased out inside 18 months.
- (D) Internal mail is said being phased out inside 18 months.

28.

- (A) Mark Zuckerberg has created Facebook some years ago.
- (B) Mark Zuckerberg created Facebook some years ago.
- (C) Mark Zuckerberg created Facebook since some years.
- (D) Mark Zuckerberg created Facebook there are some years.

29.

- (A) There are seven hundreds and fifty million users.
- (B) There are seven hundreds fifty million users.
- (C) There are seven hundred and fifty million users.
- (D) There are seven hundred fifty millions users.

30.

- (A) If email doesn't exist, Groupon would not have built such a network.
- (B) If email hadn't existed, Groupon would not build such a network.
- (C) If email hadn't existed, Groupon would not have built such a network.
- (D) If email hasn't existed, Groupon would not have build such a network.

31. Which of the two alternatives is the best?
(A) Which of the two alternatives is the better?
(B) Which of the two alternatives is the best?
(C) Which two alternatives is the best?
(D) Which of two alternatives is better?

32. When they will start working, they will be more demanding.
(A) When they will start working, they are more demanding.
(B) When they start working, they will be more demanding.
(C) When they started working, they are more demanding.
(D) When they started working, they will be more demanding.

Parmi les quatre solutions proposées, choisissez, pour chacun des énoncés lacunaires suivants, celle qui vous paraît le compléter correctement.

33. Atos staff ... between five and twenty hours dealing with email.
(A) were used to spend
(B) used to spending
(C) were used to spending
(D) were using to spend

34. Young people ... IM than email.
(A) would rather to use
(B) would rather use
(C) had rather to use
(D) rather would use

35. It is high time ...
(A) that they think differently.
(B) for them think differently.
(C) they have thought differently.
(D) they thought differently.

36. The number of users ...
(A) has increased since the past five years.
(B) has increased during the past five years.
(C) increased since the past five years.
(D) has increased for the past five years.

37. Is email ...
(A) far to die?
(B) far from dying?
(C) far of dying?
(D) far to dying?

38. Breton ... differently.
(A) claims that it is time to have thought
(B) claimed that it was time to think
(C) claims that it was time to think
(D) claimed that it is time to think

39. Its use has been reduced ... 31 percent.
(A) of
(B) by
(C) up to
(D) from

Fin de l'énoncé.