

DS 3 TB1

I - Synthèse / Compréhension de l'écrit – 10 points

Lire attentivement les textes ci-dessous et répondre en anglais à la question suivante, en 220 mots (10%). Le nombre total de mots utilisés devra être clairement indiqué à la fin de votre réponse :

Why are more and more people having cosmetic surgery?

Chirurgie esthétique : les jeunes rattrapés par la peau du cou

Sabrina Champenois, *Libération*, 29 novembre 2025

«Tech neck» ou «text neck» : l'expression, qui s'est propagée comme un feu de forêt, aurait été inventée au début de la décennie par un chiropracteur américain, Dean Fishman. Elle désigne un trouble musculo-squelettique lié à la posture cou et tête en avant-épaules arrondies qu'implique le téléphone portable. [...] Mais le tech neck a aussi été récupéré par l'industrie cosmétique, au motif qu'il crée des rides au cou et du relâchement, donc des signes prématurés de vieillissement. Il n'y a pas de petits profits, on a envie de dire.

Phobie du double menton

La manne s'avère considérable, à lire *Beauty of Fashion*. « *L'angoisse du cou rajeunit* », indique le site spécialisé, d'ailleurs « *les marques affluent pour répondre aux besoins des toujours plus jeunes avant qu'ils ne décident de passer sous le bistouri* ». Les rides sont en pole position des inquiétudes, indique le site. Mais on a aussi en tête la phobie du double menton, qui sévit sur les réseaux sociaux avec le hashtag #chinlipo (liposuction du cou). A l'heure où triomphe l'esthétique «visage taillé à la serpe» prôné par le looksmaxxing, chéri notamment par les masculinistes, le cou doit suivre.

[...] L'engouement est tel que des professionnels tirent la sonnette d'alarme, y compris en France : en janvier, Christophe Desouches, membre du syndicat national de chirurgie plastique, reconstructrice et esthétique, alertait sur les risques du lifting coréen. Très en vogue, cette liposuction est à ses yeux «abusive», sachant que «le cou n'est pas une zone anodine, il y a d'énormes vaisseaux qui vont vasculariser le cerveau et quand on fait une brèche, il peut y avoir un hématome qui peut être cataclysmique».

S'imposer un miroir grossissant et féroce

Banalisation du recours à la chirurgie esthétique, déferlante de «solutions», rajeunissement du public : le cas du cou confirme des marqueurs de l'époque – à quand des crèmes pour le retendre dans les paniers des «Sephora kids» ?

Tout de même, on s'interroge. Le cou n'est pas l'église au milieu du visage comme la bouche, le nez ou les yeux, il n'est qu'une courroie de transmission, entre le visage et le buste. Comment la perspective de virer dindon, cette angoisse a priori réservée aux âges du relâchement cutané, a-t-elle pu contaminer les générations rebondies ?

La faute à l'effet loupe du selfie. A un bras de soi, l'auto-flicage s'est imposé en activité permanente, et il suffit de zoomer pour s'évaluer jusqu'au moindre pore, avec l'imperfection acquise d'avance. C'est s'imposer un miroir grossissant, féroce et déconstructeur, une image fragmentée de soi, cubiste. C'est se mettre en morceaux, qu'on voudrait de choix tout en se soumettant à une doxa sans cesse renouvelée. Et la casse commence toujours plus tôt ; ces rides repérées avant la trentaine, par exemple, relèvent du stade embryonnaire mais prennent l'ampleur d'une menace (de vieillissement) à contrer au plus vite. On n'a de cesse de se corriger, c'est se faire violence, quoi qu'il nous en coûte. Y compris, donc la peau du cou. A s'étouffer ?

Young customers in developing countries propel a boom in plastic surgery

The Economist, Jan 2nd 2025

Cosmetic procedures have been getting cheaper, less invasive and vastly more common in recent years, in middle-income countries as well as rich ones. Roughly a fifth of people in places like Brazil and China say they plan to purchase such treatments as anti-wrinkle injections in the next five years. The young are especially keen. The “medical aesthetics” business, already an \$82bn industry, will almost double in size over the next five years, to \$143bn, according to projections by Grand View Research, an American market-research firm.

As cosmetic interventions go mainstream, getting injected, lasered or operated on may become “similar to getting an annual check-up”, says Marcelo Araújo, a plastic surgeon in Brazil. Such touch-ups are already so common among the young that they have developed slang terms for them: “tweakments” and “upkeep”. Tiffany Demers, the founder of an app called Upkeep, where young people can book cosmetic injections, says 18-year-olds “don't understand that this used to be stigmatised”. Today, she says, “It's like, you know, buying lipstick or a make-up product.”

Pixelated self-loathing

The boom in cosmetic treatments seems to have been spurred in part by the pandemic. Anyone who spent hours in video-conferences can attest to the distress of seeing one's face gazing sallowly from a computer screen. Like a mirror placed at an unflattering angle, Zoom calls highlighted sagging cheeks, creasing foreheads and drooping necks. With money saved up from lockdowns and time to recover during waves of social distancing, many people decided to go under the knife. In America in 2021 four-fifths of facial plastic surgeons reported an increase in patients seeking procedures explicitly to improve their appearance on video calls. Business duly surged. According to the International Society of Aesthetic Plastic Surgery (ISAPS), an industry group, the number of cosmetic procedures carried out globally, including non-invasive treatments such as filler injections, leapt from 25m in 2019 to 35m in 2023.

Few women have done more to popularise plastic surgery than Kim Kardashian, a reality-television star. A decade ago Ms Kardashian's curvaceous body defined beauty standards in the West. An era of unnaturally pouty lips and exaggerated behinds followed. Between 2015 and 2023 the procedures that grew the most in demand globally were buttock augmentations and lifts. Demand for the "Brazilian butt lift", which involves sucking fat out of one part of the body and inserting it into the bottom, has skyrocketed even though it is a relatively dangerous operation.

But the era of tumescent bottoms may be flattening out. "Now we are in the era of Ozempic and the 'clean-girl look', where everything is supposed to look natural, but better," says Vera Pizzo, a 22-year-old Brazilian who has had several procedures. Ozempic, a diabetes and weight-loss drug, has led to increasingly svelte figures on red carpets. Ms Kardashian herself has lost a conspicuous amount of weight in recent years. In 2023 demand for breast-implant removal in America grew nearly five times as much as for breast augmentation (although from a lower base). Some of those who have lost weight fast want smaller breasts to complement leaner physiques and tight sports bras. "People have been all anti-boobs for the last year or so," says Lisa Cassileth, a plastic surgeon in Los Angeles. Demand for tummy-tucks is also up as patients on Ozempic trim saggy skin from rapid weight-loss.

That the pendulum is already swinging back to skinniness suggests that beauty standards are changing more rapidly than in the past. "It used to take a while to disperse new beauty standards through advertisements and magazines," says Dr Araújo. But with social media, "As soon as a new standard emerges, it can spread around the globe instantly." Ms Pizzo laments that it is becoming expensive to keep up with the Kardashians. "You spend huge amounts of money and every few years you have to change your look", she sighs.

Social media give practitioners a way to advertise their specialisations online. "When I went into practice, plastic surgeons could hardly advertise," says Gregory Mueller, who is based in Los Angeles and has been operating since 1998. Industry associations would discourage their members from advertising in newspapers or magazines or appearing on television, he says, for fear of undermining their professional credibility. Today some doctors have become celebrities in their own right, with millions of followers on TikTok and Instagram, where they show before-and-after photographs of patients to lure new clients. Some even live-stream operations.

II - Expression écrite – 10 points

Répondre en anglais, en 220 mots (10%), à une question au choix, indiquez le nombre de mots :

- a) Should social media be more restricted?
- b) Is the American Dream still alive?