

DS 1

I- Lisez les textes ci-dessous et répondez en anglais à la question qui suit en 220 mots + ou – 10%, indiquez clairement le nombre de mots.

According to the articles, what has been the evolution of sports betting and what impact does it have? Answer in your own words (220 words, + or – 10%)

Jeune public ciblé, régulation insuffisante... Pourquoi le « marketing agressif » des paris sportifs en ligne fait polémique

Par Lino Prestimonaco, *Le Parisien*, 16 septembre 2025

Sponsoring de clubs de football, publicités diffusées entre les matchs, influenceurs... Les opérateurs de jeux en ligne ne manquent pas de stratégies marketing pour inciter à jouer. Dans un rapport publié mardi, l'association Addictions France dénonce ces pratiques, notamment sur les paris sportifs qui « ciblent en particulier les plus jeunes » et encouragent des « comportements addictifs ».

Des méthodes qui visent, selon l'association, à « rendre le pari sportif incontournable pour les compétitions sportives ». En 2024, année marquée par l'Euro de football et les JO de Paris, près de 670 millions d'euros ont été investis dans la publicité par les sites de jeux en ligne.

Ces opérations marketing s'avèrent particulièrement efficaces, puisque 62 % des parieurs déclarent avoir commencé à jouer sous l'influence de la pub selon un sondage Ifop pour Addictions France. Les campagnes de communication des entreprises des jeux de paris ciblent en particulier les jeunes hommes, qui représentent près des trois quarts des joueurs.

« L'idée de l'argent facile »

Dans leurs annonces, ils reprennent les codes sociaux des jeunes notamment issus des classes populaires. « Les opérateurs infusent l'idée de l'argent facile et donc ciblent les personnes qui ont besoin d'ascension sociale », explique Myriam Savy, directrice de la communication chez Addiction France.

Chez les jeunes, le marketing agressif des sites de paris sportifs incite aussi à des comportements addictifs souligne la communicante. « Puisque les jeunes commencent tôt, ils vont avoir tendance à partir du principe que dès qu'ils suivent un match il faut parier ». Un mécanisme d'addiction accentué par des pratiques de gratification financières comme les freebts (crédits de jeu offerts par les sites) ou les codes promo. [...] 278 words

The rise of sports betting is a growing public health crisis

Isaac Rose-Berman, Statnews, November 11, 2025

When the Supreme Court struck down the federal ban on sports betting in 2018, Americans legally wagered less than \$5 billion on sports annually. Last year, they bet \$150 billion.

What's emerged isn't just a bigger gambling market but a public health crisis in the making, with young men as its primary casualties.

Today 90% of bets are placed on phones, not at casinos or racetracks. More than half are live bets, placed while games are in progress. Open any betting app and you'll find hundreds of options per game: not just who wins but whether the next pitch will be a ball or a strike, whether Shohei Ohtani will get a home run *and* five strikeouts, whether LeBron James will score 30 points. You don't need to drive anywhere, get cash from an ATM, or even get out of bed. It has never been easier to gamble.

Most people who use these apps won't develop a gambling addiction. Most won't even lose much money; a study of 9 million gamblers from the 2023-2024 NFL season found that 60% of bettors accounted for just 1% of sportsbook revenue. Between casual betting and full addiction, however, lies a massive gray area where millions of Americans, particularly young men, now live.

"I first realized I might have a problem when I started checking the odds first thing in the morning," says Danny (not his real name), a 20-year-old college sophomore. "I'd wake up, grab my phone, and open PrizePicks before even looking at my texts. Sometimes I'd bet, sometimes I'd just check the lines. Then I'd look again between classes, and during meals. I wasn't losing a ton or failing out, but it started affecting me a lot ... when my bets hit I felt on top of the world, but when they lost I felt like an idiot, and couldn't concentrate on school or even on hanging out with my friends."

What Danny describes — obsession, mood swings, intrusive thoughts — represents what mental health professionals, educators, and increasingly young men themselves now recognize as a widespread problem. The International Classification of Diseases calls it "hazardous gambling:" patterns that "appreciably increase the risk of harmful physical or mental health consequences" without qualifying for a diagnosis of pathological gambling. These gamblers far outnumber those with full-blown addictions. As *The Lancet* noted in 2024 in a wide-ranging commission review, "a substantial proportion of harm is suffered by those individuals who fall below the threshold for gambling disorders."

The consequences extend beyond lost money. Hazardous gambling is correlated with increased rates of anxiety and depression, and young men who engage in it are more likely to slide into a full-blown gambling addiction. Boys who frequently gamble miss more classes, perform worse in school, drink more alcohol, and participate in other risky behaviors at higher rates, often to cope with gambling-related stress. These antisocial patterns compound, with gambling sucking up time and mental energy that might otherwise go toward relationships, hobbies, and personal growth.

But instead of warnings about these risks, young men see something else entirely: ads and influencers celebrating them. Consider FanDuel's recent campaign featuring the comedian Eric

André, where he literally stalks a man throughout his day — while he’s watching sports, when he’s eating, even when he opens the freezer — relentlessly pushing him to “act on his hunch” and place a bet. Another FanDuel ad shows it straight: a man sitting in a pool, staring at his phone tracking bets while his family and friends socialize and enjoy life without him.

The gambling industry has rebranded isolation and obsession as dedication. The tagline for the pool scene? “Cherish Every Moment.”

Sports media personalities embody this normalization. [...]

Young men are the perfect targets, biologically programmed to embrace risk-taking. This generation has been groomed to gamble since childhood, with randomized reward systems in video games nudging them to spend real money for a chance at winning big. They’re economically anxious, facing a weakened job market with wages that haven’t kept pace with housing and education costs. They’re isolated, with fewer close friendships than any generation on record, and increasingly reliant on parasocial relationships with streamers and influencers — many of whom are paid to promote betting apps. They’ve been trained by digital life and social media to crave immediate rewards, making the delayed gratification of watching a game feel unbearable without money on it. And perhaps most simply: They love sports and think they “know ball,” making it easy to convince themselves they’ll come out on top.

[...] We don’t need to wait for tragedies to pile up to recognize a public health crisis. The warning signs are everywhere [...] [b]ut America is still pretending gambling is all freedom and entertainment while a generation gets hooked. [...] 790 words

II- Rédigez en anglais un essai (au choix) en 220 mots, + ou – 10%. Indiquez le sujet choisi et le nombre de mots.

- a) The writer says: “Young men are [...] biologically programmed to embrace risk-taking”. Discuss.
- b) In a recent interview, writer Emily St John Mandel said that the biggest challenge Western democracies face is “the collapse of consensual reality.” To what extent is her fear valid?