

**BTS COMMUNICATION – SESSION 2025**  
**E22-PRODUCTION ORALE EN CONTINU ET EN INTERACTION ANGLAIS LVA**  
**Sujet 0**

**Situation**

Imagine you work for the communication department of a public organization and consider raising an awareness campaign about gender pay gap. Use the following documents and your own ideas to present and analyze the situation.

You may use the following hints:

- billboards: efficient?
- billboards: harmful and unsafe?
- billboards: outdated or modern?
- other means of raising awareness

**Document 1**

**Women's Aid : Look at me Interactive Billboard**, Source: *SOFII (Showcase of Fundraising Innovation and Inspiration)*, [www.sofii.org](http://www.sofii.org), 2016

**Document 2**

**Should billboard advertising be banned?**

Ms Gage is the network director of UK pressure group Adfree Cities, which wants a complete ban on all outdoor corporate advertising. This would also apply to the sides of buses, and on the London Underground and other rail and metro systems.

[...] This March, Bristol City Council banned outdoor adverts for gambling firms, junk food, alcohol and payday loans, but only on the advertising spaces that it owns, including bus shelters and billboards. Norwich City Council is exploring a similar move after councillors last year voted in favour.

Ms Gage says that while there are "ethical issues with junk food ads, pay day loans and high-carbon products [in particular], people would rather see community ads and art rather than have multi-billion dollar companies putting logos and images everywhere".

She adds: "We're not saying people shouldn't own cars or eat burgers, but we know there's a direct correlation between seeing ads and purchasing these products."

Ms Gage adds that resistance to such "sight pollution" is growing in the UK.

By Suzanne Bearne, [www.bbc.com](http://www.bbc.com), 8 September 2022