

Agrégation interne d'anglais
Session 2025
Épreuve EPC
Exposé de la préparation d'un cours

EPC
521

Ce sujet comprend 3 documents :

- Document 1 : Aimee Ortiz, "Halloween's Mutation: From Humble Holiday to Retail Monstrosity", *The New York Times*, 19 October 2024.
- Document 2 : Tourism Ireland, "Tourism Ireland collaborated with Clodagh Doyle, from the Irish Folklife Division of the National Museum of Ireland, to trace the origins of Halloween.", *Ireland Home of Halloween campaign 2024*, 2024.
- Document 3 :
- Document 3A : Michael Jackson, Rod Temperton, Quincy Jones, "Thriller", lyrics, *Thriller*, Epic Records, 30 November 1982.
- Document 3B : Michael Jackson, Vincent Price (singers), John Landis (director), "Thriller", video, Optimum Productions, 2 December 1983.

Compte tenu des caractéristiques de ce dossier et des différentes possibilités d'exploitation qu'il offre, vous indiquerez à quel niveau d'apprentissage vous pourriez le destiner et quels objectifs vous vous fixeriez. Vous présenterez et justifierez votre démarche pour atteindre ces objectifs.

Document 1 : Aimee Ortiz, "Halloween's Mutation: From Humble Holiday to Retail Monstrosity", *The New York Times*, 19 October 2024.

On Nov. 1, 1876, *The New York Times* declared Halloween "departed," destined for the grave.

In 2024, consumers are expected to spend \$11.6 billion celebrating the holiday, up from \$3.3 billion in 2005. Perhaps it is time to eat some crow.

5 Halloween, steeped in tradition, has transformed from a pagan feast to a celebration with lovingly homemade costumes and treats to one of the largest consumer spending holidays in the United States. Every October — or even earlier — millions of Americans are spending on costumes, decorating their homes and lawns with garish skeletons and spiders and
10 doling out candy bars to little superheroes and witches. But how did this holiday with humble origins become an economic juggernaut with growing global appeal?

Halloween is a marketer's dream, said Tom Arnold, a finance professor and retail expert at the University of Richmond. It falls on the same day every
15 year, Halloween items are largely consumable (candy needs to be replenished every year and kids outgrow costumes), and pop culture trends can help predict which costumes will be the must-haves each season.

Professor Arnold said the 1970s brought mass-manufactured costumes and individually wrapped candy that made the holiday explode in popularity. It
20 also shifted from a more religious holiday to a secular one.

Even when consumers are worried about their finances, they'll still open their wallets for holidays like Halloween and Christmas, Professor Arnold said, because "it creates a unique experience at a particular time of the year." [...]

25 **A holiday with Catholic and Celtic roots comes to America**

Halloween itself is a combination of two holidays: All Saints' Day, which was a Catholic holiday that was moved to Nov. 1 to co-opt the other, Samhain, an old Celtic pagan holiday, said Lisa Morton, author of "Trick or Treat: A History of Halloween." In fact, the holiday's name is a shortened version of
30 "All Hallows' Eve," with "hallow" meaning saint.

Samhain (pronounced *saa-wn*) was the New Year's festival for Irish Celtic tribes, held at a time when they were entering their long, cold winter. They celebrated it with a three-day festival and scary stories, which is most likely the source of Halloween's macabre side.

35 Halloween made its way to the United States in the 1840s with Scottish and Irish immigrants who brought their favorite holidays with them as they fled

from famine. Magazines, a nascent industry at the time, published stories about “quaint Irish and Scottish celebrations” that caught the attention of American mothers who started hosting Halloween parties for their children.

40 Trick-or-treating came about as a way to distract children who, by 1900, had taken over the holiday. [...]

Candy and costumes go commercial

When trick-or-treating became widespread, costuming also gained in popularity. Costumes had been a part of the fun dating back to the 19th
45 century, Ms. Morton said, but they took off in the 1950s, when big retailers and costume stores got involved. [...]

Candy, the most popular spending category for the holiday today, took off in the '50s, too, Ms. Morton said, as the end of World War II meant sugar was back in stock. [...] Spending on candy is expected to reach \$3.5 billion
50 this year while spending on costumes and decorations is predicted to hit \$3.8 billion each. Greeting cards (yes, people do give Halloween greeting cards) account for \$500 million. Consumers are expected to spend an average of \$103.63 per person this year.

Young adults join the party

55 Halloween spending has been rising for years, a trend that can be largely attributed to millennial and Generation Z consumers who love the holiday, said Katherine Cullen, the vice president of industry and consumer insights at the National Retail Federation.

60 “We’re at a point where almost three-quarters of adults celebrate Halloween, which is really impactful,” she said, noting that more people are making Halloween purchases earlier in the season. [...]

Can’t wait for Halloween? Shop in April, celebrate ‘Summerween’

[...] Michaels and Home Depot are among other retailers that have started previewing and selling frightful wares earlier and earlier — a phenomenon
65 called “holiday creep.” There’s now “Summerween,” a pastel-hued and hot-weather-infused celebration for those who can’t wait for October. Halloween superfans will gleefully post on social media under #codeorange at the earliest signs of holiday shopping.

The modern, Americanized Halloween is spreading, gaining footholds
70 outside English-speaking countries, where it bends to local traditions, said Ms. Morton, the author of “Trick or Treat: A History of Halloween.” She pointed to Hong Kong, where a big amusement park creates Halloween mazes every year.

75 “One of the interesting things about Halloween is the way it continually morphs,” Ms. Morton said. “We see it change almost from century to century.” [...]

Document 2 : Tourism Ireland, "Tourism Ireland collaborated with Clodagh Doyle, from the Irish Folklife Division of the National Museum of Ireland, to trace the origins of Halloween.", *Ireland Home of Halloween campaign 2024*, tourismireland.com, 2024.

Document vidéo (3'06") à consulter sur la tablette multimédia fournie.

Document 3 :

Document 3A : Michael Jackson, Rod Temperton, Quincy Jones, "Thriller", lyrics, *Thriller*, Epic Records, 30 November 1982.

[1st verse]

It's close to midnight and something evil's lurkin' in the dark
Under the moonlight you see a sight that almost stops your heart
You try to scream but terror takes the sound before you make it
You start to freeze as horror looks you right between the eyes,
5 You're paralyzed

[Chorus]

'Cause this is thriller, thriller night
And no one's gonna save you from the beast about to strike
You know it's thriller, thriller night
You're fighting for your life inside a killer, thriller
10 Tonight

[2nd verse]

You hear the door slam and realize there's nowhere left to run
You feel the cold hand and wonder if you'll ever see the sun
You close your eyes and hope that this is just imagination
But all the while you hear a creature creepin' up behind
15 You're outta time

[Chorus]

'cause this is thriller, thriller night
There ain't no second chance against the thing with forty eyes, girl
Thriller, thriller night
You're fighting for your life inside of killer, thriller tonight

[Bridge]

20 Night creatures call
And the dead start to walk in their masquerade
There's no escaping the jaws of the alien this time
(they're open wide)
This is the end of your life

[3rd verse]

25 They're out to get you, there's demons closing in on every side
They will possess you unless you change that number on your dial
Now is the time for you and I to cuddle close together, yeah
All through the night I'll save you from the terror on the screen,
I'll make you see

[Chorus]

30 That this is thriller, thriller night

'Cause I can thrill you more than any ghost could ever dare try
Thriller, thriller night
So let me hold you tight and share a killer, diller, chiller
Thriller here tonight

[Chorus]

35 'Cause this is thriller, thriller night
Girl, I can thrill you more than any ghost could ever dare try
Thriller, thriller night
So let me hold you tight and share a killer, thriller

[Rap Performed By Vincent Price]

Darkness falls across the land
40 The midnight hour is close at hand
Creatures crawl in search of blood
To terrorize y'all's neighborhood
And whomsoever shall be found
Without the soul for getting down
45 Must stand and face the hounds of hell
And rot inside a corpse's shell
The foulest stench is in the air
The funk of forty thousand years
And grisly ghouls from every tomb
50 Are closing in to seal your doom
And though you fight to stay alive
Your body starts to shiver
For no mere mortal can resist
The evil of the Thriller

Document 3B: Michael Jackson, Vincent Price, (singers), John Landis (director), "Thriller" (music video extract), Optimum Productions, 2 December 1983.

Document vidéo (3'04") à consulter sur la tablette multimédia fournie.