ANGLAIS

I. VERSION

Traduire en français le texte ci-dessous.

Recently, I saw a man on the Tube wearing a Nike T-shirt with a slogan that read, in its entirety, "I'm doing work". The idea that playing sport or doing exercise needs to be justified by calling it a species of work illustrates the colonisation of everyday life by the devotion to toil: an ideology that argues cunningly in favour of itself in the phrase "work ethic".

We are everywhere enjoined to work harder, faster and for longer – not only in our jobs but also in our leisure time. The rationale for this frantic grind is one of the great unquestioned virtues of our age: "productivity". The cult of productivity seems all-pervasive. Football coaches and commentators praise a player's "work rate", which is thought to compensate for a lack of skill. Geeks try to streamline their lives in and out of the office to get more done. People boast of being busy and exhausted and eagerly consume advice from the business-entertainment complex on how to "de-fry your burnt brain", or engineer a more productive day by assenting to the horror of breakfast meetings.

A corporate guru will even teach you how to become a "master of extreme productivity". (In these extreme times, extremity is always good; unless, perhaps, you are an extremist.) No one boasts of being unproductive, still less counterproductive. Into the iron gate of modernity have been wrought the words: "Productivity will set you free."

To the long-evolving demands of productivity at work we must now add the burden of productivity everywhere else. As the Nike T-shirt's slogan implies, even when we're not at work, we must be doing work. There is certainly a great deal of Taylorised labour available on the internet: "sharing", "liking" and updating profiles constitutes click-farm piecework for which we eagerly volunteer, to the profit of the large "social" media corporations.

Adapted from *The New Statesman*, December 11th, 2013

II. QUESTION

Répondre en anglais à la question suivante, en 200 mots environ (+/- 10%)

Is productivity a virtue?