Corrigé Traduction Advertising Mines-Ponts PSI-PC\*

For **several** years now, the issue/the question of the role played by **ø** advertising has regularly come up / has regularly been brought up // has been a recurring subject in public debates/in the public debate.

How **to** reconcile/combine/conciliate/juggle ecological and social imperatives that **involve** consum**ing** less and in a smarter way // which require us to/which expect us to consume less and in a smarter way with the very existence of advertising/publicity **whose ø objective**/goal is not only to influence consumer**s’** choices/to steer consumers in their choices but is also supposed to/ is also meant to encourage us to / entice us to / get us to consume/purchase goods and even to overconsume ? // to bring us to consumption and even overconsumption ?

**ø** Communication , (and) advertising in particular / particularly publicity/advertising, has/holds indeed considerable power to influence society / has indeed a powerful influence on society / has indeed a great potential to influence society : depending on **whether or not** it will promote lifestyles (that are) compatible with /consistent with the Earth boundaries ( = the planet’s resources) , it will take part **in**/it will play a part **in**/ it will contribute **to** shap**ing** tomorrow**’s** society, which represents a major stake, all the more so as **ø F**rench people ‘s attitude/behavior towards **ø** consumption and **ø** advertising has considerably evolved, as shown/pointed out/(suggested) in a survey **according to which** 63% of **the** French people surveyed/questioned could be more **prone to** trust**ing** / more willing to/inclined to trust a company that sells sustainable products.

Therefore/ as a consequence advertising agencies **had better** have their messages evolve toward more transparency if they are to/ if they want to preserve or rather restore a relationship with consumers based on trust / a trust-based relationship with consumers.