**DOCUMENT A**

**21-Year-Old Poses as Fake Celebrity, Gets His 15 Minutes of Fame**

Brett Cohen isn't your typical 21-year-old, at least not according to the tourists in New York City's Time Square on July 27.

Cohen is now "famous" after pulling a huge prank on the city, posing as a celebrity and wandering the streets of Manhattan.

Accompanied by two bodyguards he hired on Craigslist1, as well as three cameramen and four photographers acting as his own paparazzi, he attracted a huge fan following and caused quite a stir in response to what he calls his “social experiment.”

“It was a social experiment. It confirms the theory of how our culture is so obsessed with celebrity and fame,” Cohen told ABC News.

“I had photographers follow me around and act as paparazzi. There were 15 people in total that were

actually in on it. No planted fans or anything like that.

Cohen and his entourage began their walk toward Times Square. It didn’t take long before crowds began to surround him on every block. “Very few people even questioned who he was, where was from, or what he does,” said a press release.

“I had to pretend like all of this was normal. That was one of the hardest parts. And plus smiling for all those pictures, I took around 300 pictures. Some people kept coming up to me again and again. My face really hurt by the end of it. I thought my face was going to freeze in that smile,” said Cohen.

One little boy was particularly excited to meet the fake celebrity. Cohen said the boy went so far as to make an international call home on his cell phone, and was overheard screaming, “I just met Brett Cohen!”

Cohen was drawing so much attention posing as a fake celebrity he was actually worried it would cause a problem with the NYPD.

“We were nervous police would get involved because why would a celebrity just walk through Times Square like that? Two cops walked up to me and I was so nervous, but they just asked if they could take a picture,” he laughed. Of course, Cohen politely obliged, and later thanked them for their service.

From beginning to end, the whole thing took about three hours to shoot. Cohen said the hardest thing about the entire experience was stopping the frenzy, literally.

“It was really hard to end the shoot. How the hell do you stop when there’s so many people following you? We actually had to walk away from Times Square and into a small hotel,” Cohen said. “One of my bouncers blocked off the door to the bar to keep the public from going in. It was the only way we were able to stop it.”

Though he was dressed to the nines with girls swarming him for hours, he claimed he didn’t walk away with anyone’s number that night.

“No, I have a girlfriend. I am very loyal,” he humbly replied.

By **Eliza Murphy**August 23, 2012 ABC News Blogs

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1: Craigslist: journal d’annonces

**Document B**

Zed Benjamin had never been called into the Editor’s office before, and he found the experience simultaneously disconcerting and thrilling. […]

He sought a distraction, easy enough to find in Rodney Aronson’s office. While the Editor of the newspaper continued to read Zed’s story, Zed began to read the headlines on the old issues of the tabloid that were framed and hung along the walls. He found them distasteful and idiotic, their stories pandering to the worst inclinations in the human psyche. […] This was particularly the case for such hot topics as **Prince Harry in Bedroom Brouhaha**, **Kiss and Tell Equerry Shocks Palace**, and **Another Royal Divorce**? all of which, Zed knew very well from gossip in the canteen, had topped The Source’s previous circulation figures by over one hundred thousand copies each. This was the sort of reportage for which the red-top2 was known. Everyone in the news-room understood that if you didn’t want to get your hands

dirty sifting through other people’s nasty bits of laundry, then you didn’t want to work as an investigative reporter at The Source.

Which was, admittedly, the case for Zedekiah Benjamin. He definitely didn’t want to work as an investigative reporter at The Source. He saw himself as a columnist-for-the- Financial-Times kind of bloke, someone with a career providing enough respectability and name recognition to support his real passion, which was writing fine poetry. But jobs as respectable columnists were as scarce as knickers under kilts, and one had to do something to put food on the table since writing excellent verse wasn’t about to do it. Thus Zed knew it behoved him to act at all times like a man who found the pursuit of the social gaffes of celebrities and the peccadilloes of members of the Royal Family journalistically and professionally fulfilling. Still, he liked to believe that even a paper like The Source could benefit from a slight elevation from its usual position in the gutter from where, it had to be said, no one was gazing at the stars.

The piece that Rodney Aronson was reading demonstrated this. In Zed’s mind, a tabloid story did not have to swim in lubricious facts in order to capture the reader’s interest. Stories could be uplifting and redemptive like this one and still sell newspapers.

Elizabeth George, *Believing the Lie* (2012)

21 year-old fake celebrity… **Questionnaire LV1**

**COMPREHENSION**

**DOCUMENT A**

A– Summarize the text in one sentence, beginning with “Brett Cohen is…”

B- (l.10) “There were 15 people in total that were actually in on it.” Explain this sentence.

C- To what extent was Brett successful? Explain **and** justify by quoting the text.

D- Recap Brett’s goal in your own words.

**DOCUMENT B**

F. Complete the following summary with words from the text. (one blank = one word)

Zed is an \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_ He works at \_\_\_\_\_\_\_\_\_\_\_, a \_\_\_\_\_\_\_\_\_\_\_.

He’s with Rodney Aronson, his \_\_\_\_\_\_\_\_\_\_\_ to show him the \_\_\_\_\_\_\_\_\_\_\_ he

wants to publish.

G. What kind of articles can be read in The Source? Justify with a quotation.

H. Say if the following statements are Right or Wrong and justify by quoting from the

text.

1. He loves his job and finds it very fulfilling.

2. He would prefer to work for a more prestigious newspaper.

3. His ultimate ambition is to become a famous journalist.

I. What is Zed’s opinion of The Source?

J. What impact does he think his article will have on the reader? Explain in your own

words and justify with two quotations.

K. Explain in a few sentences how the title of Elizabeth George’s novel, “Believing the Lie” (document B), could apply to document A.

**EXPRESSION**

Les candidats des séries ES et S traiteront **DEUX** des trois sujets ci-dessous.

(**150 mots au moins** pour chaque sujet)

Les candidats de la série L traiteront DEUX sujets au choix.

(total pour les deux sujets : 250 mots au moins)

1. After reading Zed’s story, Rodney Aronson tells him he doesn’t want to publish his

article. Imagine their conversation.

2. Zed decides to write an article about Brett’s experiment.

3. Do you agree with the fact that we live in a society “obsessed with celebrity and fame”

(document A, l.8-9)?