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https://www.100test.com/kao_ti2020/127/2021_2022_GMAT_E8_80_83_E8_AF_95_c89_127509.htm 65. Although global homogeneity in a broader sense may not be as inexorable as the speaker here suggests, I agree that multinational corporations are indeed creating global sameness in consumer preferences. This homogeneity is manifested in two concurrent megatrends: (1) the embracing of American popular culture throughout the world, and (2) a synthesis of cultures, as reflected in consumer preferences. The first trend is toward Americanization of popular culture throughout the world. In food and fashion, once a nations denizens "fall into the Gap" or get a taste of a Coke or Big Mac, their preferences are forever Westernized. The ubiquitous Nike "swoosh," which nearly every soccer player in the world will soon don, epitomizes this phenomenon. In media, the cultural agendas of giants such as Time-Warner now drive the worlds entertainment preferences. The Rolling Stones and the stars of Americas prime-time television shows are revered among young people worldwide, while Mozarts music, Shakespeares prose, and Ghandis ideology are largely ignored. A second megatrend is toward a synthesis of cultures into a homogenous stew. The popularity of "world music" and of the "New Age" health care and leisure-time activities aptly illustrate this blending of Eastern, Western and third-world cultures. Perhaps nowhere is the cultural-stew paradigm more striking, and more bland, than at the international "food courts" now featured in malls

throughout the developed world. These trends appear inexorable. Counter-attacks, such as Ebonics, rap music, and bilingual education, promote the distinct culture of minority groups, but not of nations. Further homogenization of consumer preferences is all but ensured by falling trade barriers, coupled with the global billboard that satellite communications and the Internet provide. In sum, American multinationals have indeed instigated a homogeneous global, yet American-style, consumerism one which in all likelihood will grow in extent along with free-market capitalism and global connectivity. 100Test 下载频道开通，各类考试题目直接下载。详细请访问 www.100test.com