

孙远--GMAT作文--讲义（四）PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/164/2021_2022__E5_AD_99_E8_BF_9C--GM_c89_164714.htm 十一、 Issue的立场问题评分

依据是：是否有效地支持了你的立场Taking a Position:1.

Agreeing with concession2. Disagreeing with concession3. Refusing to take sides4. Agreeing5. Disagreeing 十二、是非问题例文分析

Case Study 3 : "The rise of multinational corporations is leading to global homogeneity. People everywhere are beginning to want the same products and services, and regional differences are rapidly disappearing." "homogeneity: sameness, similarity." Discuss the extent to which you agree or disagree with the opinion expressed above. Support your point of view with reasons and/or examples based on your own experience, your observations, or your reading.

Students Essay During the past few decades, multinational corporations have successfully implemented strategies expanding themselves into almost every corner of the world. The products and services they provide are almost the same, leading to global homogeneity, indeed. The most prominent corporation among all has to be McDonald Inc. There is really no doubt that McDonald is a pioneer in globalizing its most produced and yet very -- American -- taste hamburgers. Some 6 years ago in China, people usually did not care for foreign food. Very few people ever knew the taste of cheese, a symbol of difference in oriental and Western food. However, McDonald proved to be huge success in China. The first branch it opened in Beijing is the largest among its thousands franchises.

Hamburgers, French fries, Big Mac are becoming household words in China. Especially among the younger generations, going to McDonald once in a while becomes a routine activity in life, just as kids in other parts of the world do. There is really no better place than China that can demonstrate how homogeneous our world has become. Another great example is Coca Cola. Everyone hated the taste when they drank Coca Cola in the first time. In China, the taste is so different from the traditional soft drinks sold in China, which mainly feature sweet taste and fruit flavor. The color of the Coke is also not liked because of its similarity to most herbal medicine fluids. But it seems that people simply want Coca Cola because they see people drink it and love it in other countries. Peoples tastes can change, and they did gradually. Now Coca Cola is the best sold soft drink in China, and in many other countries where Coke was originally disliked. These all have to be attributed to the financial power of multinational corporations. With superior financial strength and successful products and services, these giants are shaping the world and the people living in it into their own favor, making people want the same products and services, and regional differences have been disappearing. 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