

2011GRE issue写作优秀实例：电视的全球化 PDF转换可能丢失图片或格式，建议阅读原文

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题目：The worldwide distribution of television programs and advertisements is seriously diminishing the differences among cultures. 电视节目和广告的全球性扩张正在严重地消除着不同文化之间的差异。

正文：Today, the development of media industry is experiencing an incomparable spout time in history during which television programs and advertisements are spreading even to the remotest area. As a result, some people show concerns because they wonder whether this trend will finally cause diminishing of culture diversity. Although this concern does make sense in some aspects, we should examine the propelling power behind this phenomenon to find out the true effect of it. Television programs as well as the advertisements reveal to people a utterly different world to where they were brought up and thus make it possible for the audience to stay home to enjoy the beautiful scenery of places of interest, grotesque customs of a different nation, well-preserved cultural heritage of another country which all help people to realize more about the difference instead of staying ignorant about the outside world. Some successful television program and advertisements aim at the global audience as a whole as their target group and this effort to reach the largest majority as a whole can be reflected in their creative design of programs and advertisements and their distributing endeavor. For example, “discovery” has arrest many audience’s eyeball because of its

widely- covered topic such as astronomy, biology, history and anthropology, artistically shoot pictures and sensational commentary. Is this program diminish or increasing our awareness of the difference among cultures? Will the viewing of Roman 's glorious history, America 's persevere exploring of outer space, the miserable and fierce world war one and world war two arouse the consideration that all cultures is the same? Advertisement, at the same time, if distribute globally, usually requires that they cater for the taste of the local audience. We could see this if we look at Kenturkey 's advertising creative strategy and find out how much it has changed from one country to another. Television itself is a neutral power, and it cannot contribute to the diminishing of culture diversity alone. Although human beings are susceptible to the influence of mass media such as television program and advertisements, we could not blame them as the sole the causes of this phenomenon. The broadcasting company should be responsible to choose programs that will truly embody the cultural differences as well as the common human similarity such as the longing for love, passion, humanity and the like. And the audience, when viewing programs and advertisements from the other country, should bear in mind that as human beings, we share certain similarity as well as diversity and this is the true impetus to push the world forward as well the power to make our world a more colorful place to live in. Although to be too fussy about the negative influence of television is unnecessary, it does not mean that we pay no attention to it at all. We should be aware of the possibility of the domination of one culture,

such as the western culture that we call as cultural imperialism. If we exaggerate it a little bit more, the prospect will be probably that the world be decorated in one color and expressed in one voice. I believe that even this imagination will sound uncomfortable to most people, whether they will be members of an assimilating or assimilated group.

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