

# Global culture

1. Describe the photo briefly. Does this scene surprise you? Why (not)?
2. Read the article and find the words (in the right order) meaning: *planter une épingle – dominer – s'enraciner – barbouiller – en puissance*.
3. According to the journalist, in which fields does American culture dominate?
4. In your opinion, what are the consequences of the globalization of culture?



Stick a pin in a map and there you'll find an example of US influence. Hollywood rules the global movie market, with up to 90 percent of audiences in some European countries. Even in Africa, two of  
5 three films shown are American. Few countries have yet to be touched by McDonald's and Coca-Cola. Starbucks recently opened up a new front in South America, and everyone's got a Hard Rock Café T-shirt from somewhere exotic. West Indian  
10 sports enthusiasts increasingly watch basketball,

not cricket. Baseball has long since taken root in Asia and Cuba. And Chinese young people are becoming more captivated by American football and basketball, some even daubing the names of  
15 NBA stars on their school sweat suits. American English is the language of choice for would-be pop stars in Europe, software programmers in India, and Internet surfers everywhere.

Mark RICE-OXLEY, in *The Christian Science Monitor*,  
January 15, 2004