

## 12

# The challenges of today's Ecuador

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Instructions.

1. Read the information below.

### The Americanization of culture

The United States, with (an admirable ease), fills our dreams with a wave of media heroes [...]. While, for example, it does not buy more than 1% of the movies it consumes abroad, it floods the world with Hollywood productions, TV movies, cartoons, video clips, comics, etc. Not to mention the clothing, urban or culinary models [...].

In this way, converted into the master of symbols, the North American Empire already appears before us, with the seductive appearance of the enchanters of all time. Proposing us to go-go entertainments, chained distractions, treats for the eyes ... this new hypnotist assaults our thoughts by injecting ideas that are not ours. He does not try to obtain our submission by force, but by incantations, not by command, but by our-  
your own consent.

Source: Ramonet, "A delicious despotism", in *Le Monde diplomatique* (May 2000).

2. Find in the dictionary the meaning of new words for your vocabulary.

### Vocabulary

3. Did you agree or disagree with the reading? Write two arguments about your posture.

Argument 1

Argument 2