

Module Writing Assignment Wall Street Journal Sample Paper

Super Student

Florida SouthWestern State College

August 1, 2017

Summary

In the article, the author discusses Broadway shows that are being performed internationally. The author also mentioned the modifications that have been made to the shows to help reach the audience in a culture that is relevant to the particular country or audience. It was mentioned that simply translating the script to the language of the audience was not enough. Each country's culture must be considered. The author further mentioned that the modern U.S. versions of the Broadway shows were also being updated to appeal to a more global audience.

Relevancy

The article is relevant to the idea that everything seems to be global. Entertainment is no exception. However, it also gives rise to the consideration that must be given to the culture of the particular country in which it is being performed. Certain commonly accepted cultural ideas in the U.S. are not widely understood in other countries. At times, some of these cultural ideas that have become popularized in the U.S. are offensive to other cultures. The languages do not always translate to represent the same meaning. The producers have adapted the Broadway productions to the countries where they will be performed in the same manner in which other companies adapt products or other marketing ideas to the foreign countries, markets and cultures.

Reaction

This article is interesting to this student, in that it demonstrates that seemingly everything can be made international, if it is modified to meet the needs of the country in which it is being offered. It further illustrates the importance of considering the cultures of an international market. This student also believes that the article also gives a glimpse into the strength of the U.S. global leadership; because it appears that the rest of the world is buying whatever the U.S. is selling. The world seems to want what the U.S. is selling and the world seems to want the

lifestyle of the U.S. It leads to considering that nearly anything could be traded internationally, because the world wants it. The article led this student to think about the “boundless” opportunities of international marketing.

Reference

Gamerman, E. (2010). Exporting Broadway. *Wall Street Journal*. Retrieved from <http://db07.linccweb.org/login?url=https://search-proquest-com.db07.linccweb.org/docview/610409390?accountid=10674>.