



I. Translate the following words into Spanish

Encuentra el significado en español de las siguientes palabras.

1. globalization
2. ongoing
3. combination
4. political
5. economic
6. technological
7. sociocultural
8. force
9. politician
10. hampering
11. prosperity
12. interdependence
13. accelerate
14. driving force
15. business
16. mass media
17. consumer
18. financing
19. capital
20. regulate
21. relationship
22. guarantee
23. rights
24. fibre optic communication
25. interconnectedness
26. interaction



- II. **Complete the following exercise by Reading the short passage about a brief history of the Coca-cola Company and fill in the blanks.**

Lee el texto acerca de una pequeña historia de Coca-cola y completa las oraciones con la información correcta.

The Coca-Cola Company

The Coca-Cola company was founded in the United States in 1886. The company set up bottling plants in Canada in 1906. In 1928, it introduced the soft drink Coca-Cola at the Olympic Games which were held in Amsterdam. In the 1940s, the company began to set up bottling plants in countries around the world.

Coca-Cola is popular because it has been advertised as a brand of soft drink connected with fun, friends and good times. Its international image was successfully promoted by a 1971 commercial, where a group of young people from all over the world gathered on a hilltop in Italy to sing "I'd Like to Buy the World a Coke." In 1978, the Coca-Cola Company was selected as the only non-Chinese company allowed to sell packaged cold drinks in the People's Republic of China.

Today, the company produces nearly 400 brands in over 200 countries. More than 70 percent of the company's income comes from outside the United States. Coca-Cola is an extraordinarily successful example of multinationalization (跨國化). Its success raises the question of why and how it has been so successful. The multinationalization of the Coca-Cola Company is also often used as an example to illustrate the concept of economic globalization.

Fill in blanks.

1886	• The company was founded in _____ in _____.
1906	• It set up bottling plants in _____.
1928	• The soft drink Coca-Cola was introduced at the _____.
1978	• The company was allowed to sell its cold drinks in _____.
Toda	• It produces nearly _____ brands of drinks in over _____ countries.