

# Copie anonyme - n°anonymat :

Code épreuve :

Nombre de pages : 5

Session : 2024

Épreuve de : Langue vivante A ELVi ESSEC / HEC

## Consignes

- Remplir soigneusement l'en-tête de chaque feuille avant de commencer à composer
- Rédiger avec un stylo non effaçable bleu ou noir
- Ne rien écrire dans les marges (gauche et droite)
- Numéroté chaque page (cadre en bas à droite)
- Placer les feuilles A3 ouvertes, dans le même sens et dans l'ordre

Synthesis : According to the authors of documents 1 and 2, how have recent drug-related scandals affected public opinion and policies with regard to the pharmaceutical industry?

The opioid crisis, which claimed the lives of more than a half million American citizens led to serious scandals that have echoed all over the world. Both the Financial Times and Al-Jazeera, a Qatari newspaper, assess the impact they had on public opinion and policies.

First of all, as // (50) underlined by document 1, this public health crisis aroused the hostility of the public opinion towards Big Pharma. Indeed, hundreds of thousands were the victims of the pharmaceutical industry's hard sell policy that encouraged doctors to prescribe an addictive painkiller called Oxycotin, regardless of the consequences on people's physical and mental // (100) health. Big Pharma and specially Purdue Pharma is held accountable for the mayhem depicted in Netflix's Show : Painkiller. Moreover, according to document 2, the opioid scandal deeply affected the public opinion as academics and students have demonstrated against the pharmaceutical industry, putting Oxford University under pressure so that it removes // (150) the Sackler's name from buildings. Document 1 adds that the Covid-19 pandemic contributed to raising awareness amongst the population, shedding the light on Big Pharma's lack of ethics.

In addition, the opioid crisis strongly affected the policies of the government and of other institutions towards the pharmaceutical industry. Indeed, as mentioned by // (200) document 2, many art galleries followed the example of the Louvre Museum and of the National Portrait Gallery in turning down financial contributions of those who considerably sacrificed thousands of lives for economic purposes. More recently, Oxford University put an end to its historical ties with the Sackler family in 2023 // (250). As for governmental action, document 1 highlights a change of paradigm as Biden declared a war against Big Pharma, reinforcing the State's power on pharmaceutical companies by allowing it to negotiate the price of drugs, an unprecedented and bold move. However, both documents also underline the weakness of // (300) these policies. Indeed, Oxford took a while to take action, continuing to entertain privileged relations with Theresa Sackler, inviting her to private events such as the Chancellor's Court of Benefactors (doc 2). Furthermore, though Biden's policies are a breakthrough, they still are very moderate compared to the European system and // (350) have very little power over pharmaceutical industries, which reap the benefits of their position to make profits out of public fundings.

371 words

Theme:

It is a family of immigrants just like thousands of others. In the beginning of the 20<sup>th</sup> century, Sophie Greenberg came from Poland to seek the American dream in New York. There she found Isaac Sackler who arrived from Gaby. Together they would have three children: Arthur, Monique

and Raymond. And despite some bad luck, the couple would have one pride, which is that of giving for legacy an unstained name to their son. A short century and three generations later, this name is cursed in the country and a member of Congress said he "was not sure to know a family in America that could be even more infamous"...

Between the two, the creation of a pharmaceutical empire and billions of dollars generated from Oxycontin, one of the opioids that killed nearly 500,000 Americans over twenty years, according to the public health authorities.

It is the story of this family that the American journalist Patrick Radden Keefe tells us in an astonishing and extremely documented work. One can find lots of bulldozer works on the opioid crisis, admits the author!

"However, I wanted to write a story of a different kind, a saga depicting three generations of a family dynasty and the way this dynasty had changed the world, a story that would talk about ambition, philanthropy, about crimes that remain unpunished, about the corruption of the institutions, about power and entitlement for profit."

Essay: In your opinion, have the opioid crisis and the power of pharmaceutical companies challenged the concept of the American Dream?

During the opioid crisis, what was previously known as the land of milk and honey turned into the land of horror as nearly half a million people died because of it over twenty years. Hence, one can rightfully wonder if the opioid crisis means the end of the so-called// American Dream or if it (so) is, on the contrary, just a mere result of that very same concept.

First of all, the concept of the American Dream, which was coined decades ago, is supposed to be synonymous to prosperity, hope and the promise of a good life. It is what// attracted many Irish people fleeing the potato famine and (100) later, during WWII, the persecuted minorities in search for

a safe place. However, as the Covid-19 raised awareness on the influence of pharmaceutical industries (doc 1), revealing the monstrous reality of Big Pharma's policies making money out of people's death, I thus believe that the American Dream (150) has failed. Indeed, as document 4 shows that the Black community and the American Indian were the first victims of the epidemic crisis, it contributed to worsening inequalities, many became homeless in San Francisco. Hence, many decided to move to Europe, the new land for promising land for safety // and opportunity. (200)

However, I think that the power of Big Pharma is also the result of the American Dream, which promotes entrepreneurship without state interventionism. It thus led to a weak health insurance public system in which pharmaceutical companies use public money to their own benefits as we have seen during the // (250) pandemic, Pfizer changing its vaccine \$100 per dose. Moreover, one should not forget that the founder of the Sackler empire came from immigrant parents who benefited from the American Dream (doc 3). Furthermore, if for one considers that the spirit of the American Dream encouraged this endless yearning for profitability, regardless // (300) of the human consequences and the means to achieve it provided that it generates money. Hence they have used gifts, lobbying and even peddled lies to order to get Congress's favour according to document as depicted in the Hellen's cartoon.

This is why more than challenging the American Dream, I believe that the epidemic crisis led to (350) a public will // to change the principles of it. Though in some sectors such as in the industry of goods or in the art industry the American Dream has proven efficient, allowing Glenn Tiedeman to escape poverty and Oprah Winfrey, a famous TV host to become a real success story while // benefiting the common good, it seems that on sensitive topics such as health, some

# Copie anonyme - n°anonymat :

Emplacement QR Code	Code épreuve :	Nombre de pages : 5	Session : 2024
	Épreuve de : LVA ELVI		
<b>Consignes</b> <ul style="list-style-type: none"><li>• Remplir soigneusement l'en-tête de chaque feuille avant de commencer à composer</li><li>• Rédiger avec un stylo non effaçable bleu ou noir</li><li>• Ne rien écrire dans les marges (gauche et droite)</li><li>• Numéroté chaque page (cadre en bas à droite)</li><li>• Placer les feuilles A3 ouvertes, dans le même sens et dans l'ordre</li></ul>			

advocate for more state control and protecting public interest over the individual ~~part~~ basis of the American Dream. It could thus explain the recent governmental policies such as the ObamaCare or Biden's policies (450) reinforcing the power of the state over the drug market.

To conclude, I would therefore say that the opioid crisis, that partly resulted from the principles of the American Dream, has contributed to challenge it, shedding the light on its failure and privileging the American safety over the American Dream.

497 words