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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

III - Épique :

It is a family of immigrants as thousand others. At the beginning of the 20th century, Lophis Greenberg came from Poland to find the American Dream in New-York. He found there Isaac Lackler, arrived from Galicia. Both of them would have three children : Arthur, Mortimer and Raymond. And despite some unlucky adventures, the couple would have a pride : transmit to their sons a name without any grim past. One little century and three generations later, this name is hated in the country and a member of Congress delivered « not being sure to know a family in America which would be more horrible »...

Between the two, the erection of a pharmaceutical empire and the billions brought by the Oxycodone, one of the opioid which killed nearly 500.000 Americans in twenty years, according to sanitarian authorities.

This is the story of this family that is being told to us by the young American reporter Patrickadden Keefe, in a brilliant and extremely well-documented book. Many excellent books can be found on the opioid crisis acknowledges the author. Nevertheless I wanted to write a story of a different gender, a saga describing three generations of a familial dynasty and on the way this dynasty changed the world, a story that would talked about ambition, philanthropy, crime and impunity, corruption of the institutions, power and gain-seeking.

I - Résumé analytique comparatif

Both documents epitomize the stakes that the pharmaceutical industry is currently dealing with in terms of public opinion and policies as far as recent drug-related scandals are concerned.

First and foremost, it can very-well be stated that recent drug-related scandals raised awareness and social concern among public opinion about the pharmaceutical industry. Indeed, that is mainly for its responsibility in the opioid crisis that Big Pharma companies are under criticism. As it is explained in document 2, the loss of 500.000 lives, due to the use of a drug prescribed by doctors, has been a deadly event for American society. This crisis thus led public opinion to look for responses while facing such a scandal. What is precisely because this situation is mostly the result of private pharmaceutical companies such as Purdue Pharma and its well-known Oxycodone (doc. 1 and 2) that these former had been questioned by the society. Nick Dearden (doc. 1) underlines the fact that pharmaceutical firms are nowadays unpopular among the United States and mostly seen as capitalist companies looking for their own profit without sort of any ethical principles.

Then, there is a crystal clear social and political desire for the implementation of policies against the pharmaceutical industry which is held responsible by the public opinion for the recent health crisis. First this popular will for regulation can be seen through the negotiations led by Biden (doc. 1) with Big Pharma members in order to escape the market logic and to take back the control over the pharmaceutical industry. For instance, it is a similar logic that motivated institutions such as the Louvre Museum or the British Museum (doc. 2) to break their relationship with the Lachler Family which embodies all the vices of the pharmaceutical industry. However, despite this public desire to condemn pharmaceutical companies responsible for drug scandals, some policies are the proof that it

remains somehow a form of paradox. On the one hand, N. Dearden explains that during the COVID19 crisis, Biden's government has to deal with the urge to create vaccine and the self-interested attitude of most (Moderna, Pfizer) pharmaceutical companies, while A. Cundy reveals the complicated separation of Oxford university with a family (the Lockys) who donated vast sums of money through the ages.

Words \approx 367

III - Essai argumenté

When one faces the generalized rise of drug overdose death rates among the population of all races in the United States, as epitomized by the National Center for Health Statistics in December (2021) (doc. 4), one might find interesting to consider the way the opioid crisis and the power of pharmaceutical companies challenged the very notion of the American Dream.

I deem that the opioid crisis and the influence of Big Pharma is a huge challenge which questions directly the survival of the ideals conveyed by the concept of the American Dream. Indeed, since the 17th century, when the first settlers arrived in America from Europe, and all along its history, the American dream which attracted (and still is) many immigrants (doc. 3) to the United States has been part of a mythology of self-accomplishment through hard-working. However, from day one the American Dream relied on principles such as those theorized by Adam Smith who explained that the research of individual profits might be implemented if and only if it allowed an increase of the general social welfare. In that regard, it seems from my point of view that these founding principles might have been perverted by the pharmaceutical companies responsible for the opioid crisis. As underlined by N. Dearden (doc. 1), Big Pharma members did not hesitate at all in sacrificing the health of Americans to preserve and enhance their individual powers as much as their tremendous revenues in a society in which many struggle to afford basic health services as they are mostly monopolized by the private insurance system. Moreover, pharmaceutical billionaires also challenge the concept of American Dream by the way they use their wealth. Indeed during the « gilded-age », W. D. Howells theorized in Life gospel

of wealth the importance for private companies to preserve the cohesion conveyed by the concept of the American Dream through donations to social and cultural institutions. Nevertheless this central element of the core value that is the American Dream^{*}. Insofar, the Packlers family (doc. 2) used these donations as a way to gain public acceptance and to hide as much as possible the gain origin of such a fortune.

However there is more: ^{*} the opioid scandal not only challenges the American Dream in itself but questions also the role that can potentially be given to powers that be and the functioning of the U.S. healthcare system. What is first the role that public authorities can and could have played that is at the heart of heated debates. For instance, as described with irony by J. Heller in his editorial cartoon (doc. 5), many are those who believe that the opioid crisis underlines the existence of a corrupted system in which social, political and economic elites (who often proved to be the same individuals) act, through lobbying (doc. 3) for instance, for the preservation of their mutual interests without any regard to the ones of the citizens. Indeed, such a belief could endanger the democratic principles, central to the survival of the American Dream, and foster populism desires among the political spectrum. Finally, the power of pharmaceutical firm and the opioid scandal also challenge the way the US health care system is organized. Maybe that the medical field should be an autonomous field in which private interests and insurance companies should always come after the welfare of the society. The United States could insofar look abroad (doc. 1) for other health-care system such as the model of the National Health Service which proved in the United Kingdom its efficiency.

At the end of the day, it remains to be seen if the current opioid crisis and the heated debates around the power of pharmaceutical companies will allow a renewal able to reassert the significance of the American Dream in the world we live on.

Words \approx 536

^{*} has also been perverted and instrumentalized by pharmaceutical companies to satisfy their own interests.