

# Monday

## March 18, 2013 (3.18.13)

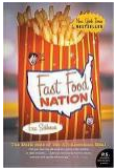
### Materials



Composition Book  
+ Pen or Pencil



Student Planner



*Fast Food Nation*

### Agenda

<u>Minutes</u>	<u>Activity</u>
5-7	Warm Up
2	Homework
2	<i>Fast Food Nation</i> Study Guide
5-7	Notes: Ray Kroc
Remaining	Read: <i>Kid Kustomers</i>

### Special Announcements

- If you have not already contacted Hampton for **feedback on your Fiction story**, it is now too late.

# Warm Up

March 18, 2013 (3.18.13)

**Volume-O: 0 (No Talking)**

**Time:** 4 Minutes

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**Word Part of the Day:** *doc:* to teach

1. Write down the word part of the day and its definition. Now, brainstorm **5-7 words** that contain that word part.
2. Do you find any benefit to doing Weekly Reflections? Please notice the question is about finding a benefit in answering the Weekly Reflection questions, “do I like them?” Explain.

# Transition



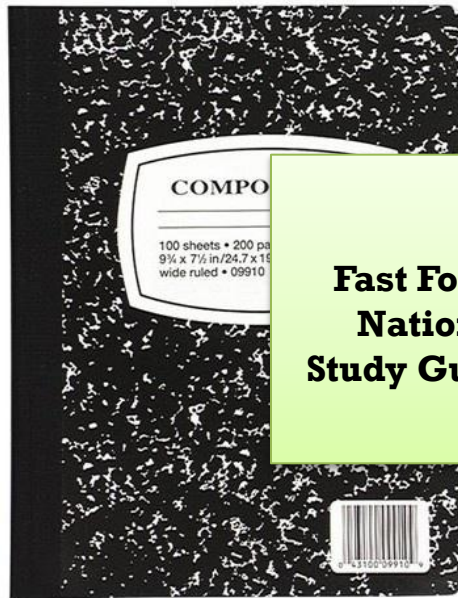
Student  
Planner

# Homework

## A S S I G N M E N T

Date Given	Assignment	Due Date
Monday 3.18	<ul style="list-style-type: none"><li>▪ <b>Reading Log #28</b><ul style="list-style-type: none"><li>▪ Read “McTeachers and Coke Dudes”</li><li>▪ Explain the <b>link between education and the fast food industry</b>. Use details from the book to support your answer.</li></ul></li></ul>	Tuesday 3.19
Monday 3.18	<ul style="list-style-type: none"><li>▪ All revised work is due</li><li>▪ Turned in or posted on <i>Schoology</i></li></ul>	Friday 3.22 By 11:59 pm

# Transition



**Fast Food  
Nation  
Study Guide**



**Study Guide**

The BIG Question:

**How has the fast food industry impacted our culture?**

Key Text(s):

***Fast Food Nation (book/movie), Food, Inc., Supersize Me***

Concept 1:

**Origins**

**1. How did the FF industry begin...and who was responsible?**

**2. How does the fast food industry market to “kids”?**

Concept 2:

**The People**

Vocabulary

**Carl Karcher, carhops, Ray Kroc**

Vocabulary

Chapters: Founding Fathers, Trusted Friends

Chapters: Behind the Counter, The Most Dangerous Job

**Concept 3:  
The Food**

**Concept 4:  
Lasting Impacts**

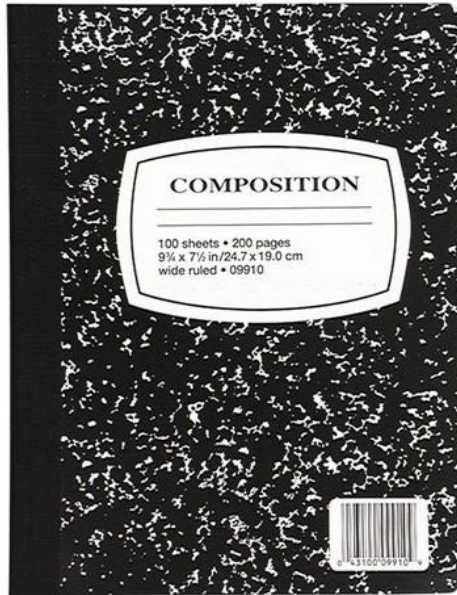
**Vocabulary**

**Vocabulary**

**Chapters: Why The Fries Taste Good, On The Range, What's in the Meat**

**Chapters: Corporate Responsibility, Have It Your Way**

# Transition



Notes



# Ray Kroc

## T A K E N O T E S

- 1902-1984
- The 2nd founding father of the fast food industry.
- Began selling milkshake machines to McDonalds
- Bought McDonalds franchise
  - McD brothers not interested in expanding company originally.



# Ray Kroc

## T A K E N O T E S

- Began putting McDonalds along highways at each stop.
  - FACTOID: Hula burger vs. Fillet O' Fish
- Walt Disney refused opening McDonalds in his theme park
- Later borrowed ideas of attracting children customers from Disney
- Birth of Ronald McDonald, Hamburglar, Mayor McCheese, playgrounds, etc.



# Read: *Fast Food Nation*

## ASSIGNMENT

- Find “Kid Kustomers”
- Read aloud; pass around reading
- Stop and answer Question #2 on Study Guide with team; answer in comp notebook

