

Candidate A evidence

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
1.	<p> ² "disposable" gives a clear impression of the fast food industry as it suggests it's quick and fast, easy to get rid of and convenient. "repeatable" suggests the customers enjoyed their experience and want to go back again. It's not that expensive so it is easy to do so. </p>	
2.	<p> "nursery rhyme farmer". This suggests that citizens of the UK were unfamiliar with the brand as the only thing ^{thing} they knew 'Macdonald' they had heard of was the one ^{one} Old Macdonald from the childrens nursery rhyme, as opposed to the food franchise. </p>	
3.	<ul style="list-style-type: none"> ◦ It slowly began building up it's total of restaurants in the UK. ◦ They began using words to describe someones feelings in their food to 	

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	make it seem more appealing and to	
	hopefully bring in more customers.	
	• They began spelling things differently	
	to stand out from all the other food	
	franchises.	
	• Many McDonalds gave many people	
	jobs and new experiences.	
	4. "wacky idea" this suggests that it was	
	very strange and out of the ordinary,	
	as well as unusual yet it had an	
	element of fun.	
	"electronic ordering" in the 80's	
	technology was fairly new and	
	expensive, making it strange for those	
	using it as they may have never seen	
	things like it before.	
	5. "futuristic nature" links back to the	
	previous paragraph where we are told	
	about the brand new technologies as	
	well as linking in with the phrase	

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	of "space age" suggesting that	
	the new changes were out of this	
	world, just like the future. Out of our control.	
	G. ° It was easily accessible making it	
	easier to socialise with others more	
	aswell as getting the experience of	
	eating new foods, so people went out	
	more and inevitably causing them to	
	eat more.	
	° People felt that eating the food made	
	them feel special because it was all	
	new to them.	
	° People were intrigued to eat there due	
	to the eye-catching decor.	
	° It was greatly used for childrens	
	events meaning kids were including	
	or more unhealthy options.	
	° Older people felt uneasy with the	
	more modern style of eating without	
	utensils & so tried to keep tradition	

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	and formality by eating more than	
	one serving.	
	° It gave people the convenience of	
	eating healthier food options to	
	take home rather than cooking	
	traditional homemeals that are usually healthier	
	7. People still wanted to keep the sit	
	down meal sort of standards yet the	
	food was so convenient and fast that	
	it was hard to do so, and they	
	had to find something that suited	
	both needs. Something quick and fast	
	but still feels like your traditional	
	meal. Fast food brought a sense of	
	socialness with it causing people to	
	stay there longer than usual.	
	8. "gasps" it drew in & intrigued reactions	
	as it wasn't like anything they had	
	seen before. People were shocked,	
	confused and intrigued by it.	

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	"rip up the rulebook" some people didn't	
	understand the new ways in	
	which the burger had been presented	
	and expressed some confusion about	
	the informality of it as it	
	wasn't like your traditional burger.	
	9. "growing awareness of how and what	
	we eat", this is an effective end	
	to the passage as it sums up the	
	main points of the passage as a	
	whole. It touches on the eating styles	
	and habits developed by	
	eating fast food as well as summarising	
	the fact that it has brings changed	
	people's lifestyle around food.	
	6. "People would go there just for the	
	sake of eating it, is rather than	
	them get actually wanting to go	
	eat there.	