

Candidate C evidence

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
1	◦ "familiar" the use of familiar shows that ellen though fast food restaurants involve eating out, they don't feel as formal as eating out at a normal restaurant implying it's a different experience.	
	◦ "disposable" the use of disposable shows how the fast food experience deviates from a normal restaurant as, unlike a normal restaurant no plates & reusable cutlery is used it's all plastic & paper is disposable.	
2	◦ "golden arches" means nothing" the word choice in "means nothing" clearly tells the reader the iconic symbols of McDonald's were completely foreign to a normal British consumer at the time showing that it was unfamiliar.	

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3	◦ McDonald's would have people from the area
	set up branches to increase the numbers
	of McDonald's establishments in the UK
	◦ McDonald's launched a meal aimed at
	children which would encourage both children
	& parents to use their business
	◦ McDonald's changed their way of selling
	and their attitude to their food, selling
	it as more than purely nutrition but as
	an event or a feeling.
	◦ McDonald's began a service which allowed
	customers to pick up food without leaving
	their cars which encouraged more people
	to come & was more time efficient for
	customers as they didn't have to leave
	their vehicle.

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4	<p>the use of * "disembodied" has connotations of unknown entities speaking which was shows the strangeness a visit to McDonald's felt to these ^{new} customers.</p> <p>The use of * "space-age" shows how the customers viewed the technology & the use of it as something out of science-fiction and not of their time.</p> <p>*the word choice:</p>
5	<p>"We didn't understand what was meant to happen" links back to the "space-age" technology which confused the customers of late 80's & 90's, then links forward to Chris describing 'the confusion of his friends "who did use drive-thrus back then didn't quite know their purpose;" and going on to talk about people sitting in their cars rather than sitting in the restaurants yet doing the same thing.</p>

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6e	<ul style="list-style-type: none"> ◦ Kids ate out of the house more often, rather
	<ul style="list-style-type: none"> than being confined to or from ^{the very} a few situations
	<ul style="list-style-type: none"> where they ate somewhere other than at their
	house
	<ul style="list-style-type: none"> ◦ Kids weren't forced to follow their ^{typical} rules
	<ul style="list-style-type: none"> which parents forced upon them when they
	eat out normally.
	<ul style="list-style-type: none"> ◦ Quality of the food was no longer as important
	<ul style="list-style-type: none"> as the overall experience aesthetic of the trip
	<ul style="list-style-type: none"> ◦ Knives Cutlery was no longer a necessity
	<ul style="list-style-type: none"> & wasn't used when at a fast food restaurant
	<ul style="list-style-type: none"> ◦ Plates weren't used & people would eat
	<ul style="list-style-type: none"> in a less formal way than they were used
	to
	<ul style="list-style-type: none"> ◦ Britain began to have more north American
	tendencies
	<ul style="list-style-type: none"> ◦ Food that had been looked down upon
	was now seen as fashionable.

