

Candidate D evidence

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
1)	<p>The word "repeatable" has connotations of redo, revisit and return ^{return}. The effects it has within this piece show that people ^{the writer has} a positive impression of the fast food experience and would find themselves able to revisit it.</p>	
	<p>The word "abiquitous" has connotations of new and different. The effects it has within this piece show that people ^{the writers} impression of the fast food experience is is that it is new and inovative on the way we eat out.</p>	
2)	<p>"national consciousness" The use of the word "consciousness" "consciousness" shows that when McDonald's first came to the UK people were sceptical all around the nation of this new unfamiliar restaurant ^{restaurant}.</p>	

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3)	During 1983 McDonald's was still a small
	restaurant in the UK but gained a following
	from positive feedback. In 1986 McDonald's
	began to allow people in the UK to maintain their
	own establishment. Within 1986 McDonald's also
	began producing happy meals to allow individuals
	to buy a way to feel in different ways. Nearing
	the end of 1986 McDonald's also began to
	introduce drive-thru that was an a way to
	allow people to know that McDonald's is able to
	offer other ways to get food rather than the normal
	sit in.
	4) The word "wacky" has connotations of words
	such as stupid, odd, ^{unfamiliar} the and different. The effect
	this word has on this piece is that McDonald's
	was strange and different by using new technology it
	was confusing for people

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4)	"Space age" By the writer stating this it shows
	that to most people the new technology of McDonald's
	was odd to people to begin with although this
	doesn't mean they didn't enjoy it
5)	"technology my family that didn't trust" This
	is able to provide help to the writer's statement
	"The futuristic nature" as it shows people were
	unfamiliar with the new nature of technology and
	that didn't trust it.
	"
	new environment environment scrambled people's brains"
	This links to the writer's statement "The
	futuristic nature" as it shows how as the new
	fast food the chain came in people were confused
	at the new nature within the restaurant environment.

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6)	• Eating habits changed with fast food as people
	were able to become more social with people
	due to the environment of places such as
	McDonald's.
	• People began to realise that eat cutlery wasn't
	nee needed to enjoy a meal at that using your
	hands to eat was never as bad as thought to
	be.
	• For Within the the past people thought that
	a restaurant restaurant visit was only for the
	rich although with the introduction of more and more
	fast food places it has become more of a normal
	thing to do.
	• It was believed that in order to dine out to
	some people plastic chairs were not really an adult
	option although people found them more often in
	fast food establishments so began to accept them.
	• Eating out was thought to be a very fancy
	experience although with more and more places such as

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	McDonald's people began to see the price difference
	from not only the food but to the restraint environment-
	• Going to places like McDonald's became more and
	more popular as it offered a social experience at
	a low price.
7)	The writer is stating that during the 1980's
	fast food was presentable and was of ease of
	access to people.
8)	"Big Macs were only for truckers and wrestlers." The
	use of a ^{metaphor} simile here shows that as time progressed
	judgement of how poor the big mac was had
	changed.
9)	"another cultural shift" This contributes to the
	conclusion as it shows that people and culture have
	come to enjoy fast food rather than finding it
	untrustworthy and wacky.
8)	"crucially" The use of the word crucially shows that
	the big mac was a must have for people showing
	that it became a thing of pleasure not frowned upon.