

LESSON PLAN: FAST FOOD NATION

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AUDIENCE: Broussard I.T. Residential College Students in Sandra Granger's section. Students have laptops and will meet in a wireless smart classroom, so they will have access to the internet.

SUMMER READING PROGRAM

Date: August 20, 2004

OBJECTIVES

The student will

- Interact with faculty prior to the opening day of classes.
- Meet and interact with peers in the I.T. Residential College.
- Engage in intellectual activities and exchanges with faculty and other students.
- Be introduced to the expectations and challenges of college.
- Begin to assess critically the text FAST FOOD NATION.
- Utilize his/her laptop to access information on the internet.

ACTIVITY 1 (5 to 10 minutes)

FAST FOOD NATION Mixer

See attached ice breaker/mixer

Note: This ice breaker was created by the author of this lesson plan and has been shared with other residential college instructors.

ACTIVITY 2 (5 minutes)

Brief Discussion of cover of book FAST FOOD NATION (5 minutes)

The front and back covers are much more complex than they appear at first glance. The covers seem contradictory as well. I think any student will be able to offer input even if he/she has not read the text or finished the text.

Note: This activity was devised by the author of this lesson plan and shared with
other residential college instructors.

ACTIVITY 3 (5 minutes)

Prize for who can fill in the blank: "There is _____ in the meat."
Perhaps some other fill in the blank prompts that I will have on the smart board in my smart classroom could provide other prize opportunities.

ACTIVITY 4 (5 minutes)

Personal Fast Food Profile

Each student fills out his/her Personal Fast Food Profile (see attached).

Note: This activity was devised by the author of this lesson plan and shared with
other residential college instructors.

ACTIVITY 6 (30 minutes)

Web Quest/Internet Scavenger Hunt

See attached web quest.

Prizes will be awarded.

Note: This web quest was created by this instructor exclusively for this Summer Reading Program.

ACTIVITY 7 (10 minutes)

Personal Fast Food Profile Table

Students will fill out table.

Students will go online to determine nutritional values.

Student with lowest fat content will win a prize.

ACTIVITY 8

Closure

Pass out Review Summaries page.

Ask student why one reviewer gave the book a "D".

Pass out Quotations from Reviews of FAST FOOD NATION handout.

Look at quotation from the "D" reviewer and others.

Wish students "bon appetite."

Special thanks to my Student Worker Justin Bates who assisted me and provided a wonderful sounding board for my ideas.

BREAKOUT SESSION FOR *FAST FOOD NATION*

1. Icebreaker
2. Discuss cover of book
3. Cite most shocking fact read
4. Divide into groups (prize for group within each category that finds most shocking facts)
 - a. Assign to find info (3 facts) about the Disney connection
 - b. Assign to find info (3 facts) about McDonald's and schools
 - c. Assign to find info (3 facts) about the chicken industry
 - d. Assign to find info (3 facts) about beef industry
 - e. Assign to find info (3 facts) about obesity as relates to fast food restaurants in other countries
5. Personal Fast Food Profile
 - a. Number of times eat at fast food restaurants each week
 - b. List of 3 favorite fast food restaurants
 - c. Favorite fast food breakfast

- d. Favorite fast food lunch
 - e. Favorite fast food late night snack
6. Compare one favorable to one unfavorable review of FAST FOOD NATION. Go to dogpile.com or google.com for to find sources or go to <http://www.complete-review.com> or <http://www.epinions.com> for a list of reviews.

Created by Sandy Granger, Rector, I.T. Residential College,
LSU, Baton Rouge, LA

Last reviewed June 25, 2004

FAST FOOD NATION MIXER

Your Name _____

Enjoy meeting some first year LSU students.

DIRECTIONS:

1. Get one person to sign each rectangle. He or she must verify that the statement in the box is a true statement about him/her.
2. You may obtain only one signature from a person. Once a person has signed one box, he/she may not sign another.
3. You must fill up all the boxes.
4. You have 10 minutes.
5. A prize will be given to the person who completes the FAST FOOD NATION Mixer first.
6. When you finish, yell "TIGER BAIT" and bring your filled out sheet to the group leader who will award your prize.
7. These directions are not negotiable. Any changes will be announced by the group leader (For example, if no person in your group has eaten alligator, the leader may omit that box or change the contents.)

I eat fast food at least 3 times a week.	I have eaten alligator.	I do not like crawfish.
I have been to the Raceland Sauce Picante Festival.	I have eaten chili at Wendy's.	I have eaten a fish sandwich at McDonald's.
I have driven through Jack in the Box and ordered Jack Tacos.	My breakout session leader is _____ (get his/her signature).	I have ordered a Mochissippi at a CC's drive through.
I get a Starbuck's coffee at least 2 times a week.	I have pizza delivered at least twice a week.	My have eaten at the Mellow Mushroom.
I have made jambalaya from scratch.	I have worked at a fast food restaurant.	I have chased a chicken for the Mardi Gras gumbo or jambalaya pot.

PERSONAL FAST FOOD PROFILE TABLE

Restaurant _____

YOUR FAVORITE FAST FOOD LUNCH

Select the main course, a side order (such as french fries) and a drink.

Fill in the nutritional information found at your favorite fast food restaurant's web site for the meal in the table below:

	Calories	Calories from Fat	Sodium	Carbohydrates
Main Course				
Side				
Drink				
Totals				

PERSONAL FAST FOOD PROFILE

NAME _____

1. How often do you eat at fast food restaurants each week.
Circle one:

1 2 3 4 5 6 7 8 9 10 or more

2. List your 3 favorite fast food restaurants.

3. What is your favorite fast food breakfast?

Fast Food
Restaurant _____

Breakfast:

4. What is your favorite fast food lunch?

Fast Food
Restaurant _____

Lunch:

5. What is your favorite fast food late night snack?

Fast Food
Restaurant _____

Snack:

Created by Sandy Granger, Rector, I.T. Residential College, Last reviewed July 29, 2004

Quotations from reviews of FAST FOOD NATION

"Eric Schlosser's book on the economy and strategies of the fast-food business should be read by anyone who likes to take their children to fast-food restaurants. I shall certainly never do that again. He employs a long, cold burn, a quiet and impassioned accumulation of detail, with calm, wit and clarity. (...) *Fast Food Nation* is witness to the rigour and seriousness of the best American journalism, readable, reliable and extremely carefully done." - Adam Nicolson, Daily Telegraph

"Food matters and that's why this exposé of the fast-food industry is a most worthwhile book. It offers real insight into the world we all inhabit, whether we're daft enough to eat burgers and fries ourselves or not. (...) (C)arefully researched and punchily written, but conventional in style: extended magazine journalism of the kind which lurches from statistics to an individual story and back." - David Sexton, Evening Standard

"*Fast Food Nation* is a passionately argued, incendiary polemic about a subject close to our hearts (and stomachs), and Eric Schlosser may be the Upton Sinclair for this age of mad-cow disease. (...) With a flair for dazzling scene-setting and an arsenal of startling facts, Schlosser's tale of starch and fury ranges from the strategic-defense enclave of NORAD (where the Domino's deliveryman gets instant clearance) to the grim interiors of meatpacking plants in towns like Lexington, Neb." - Tom Vanderbilt, The Los Angeles Times

"With its far-reaching analysis of a low-grade sickness nibbling at the very entrails of America, *Fast Food Nation* is a jeremiad, but Schlosser never comes off as a "sky is falling" street-corner raver or bullheaded finger-pointer. His fury is evident, but his voice is measured and his methods are subtle." - Maria Russo, Salon

"*Fast Food Nation* is the kind of book that you hope young people read because it demonstrates far better than any social studies class the need for government regulation, the unchecked power of multinational corporations and the importance of our everyday decisions." - Deirdre Donahue, USA Today

"Mr. Schlosser's appraisal is not comprehensive but a hodgepodge of impressions, statistics, anecdotes and prejudices. (...) As a stickler about statistics, I was disturbed by Mr. Schlosser's cavalier manipulation of data, which produced some startling -- and, frankly, unbelievable -- "facts." (...) (U)nlike the fast-food restaurants he disdains, Mr. Schlosser doesn't want us to have it our way. He wants us to have it his way." - Cynthia Crossen, Wall Street Journal

<http://www.complete-review.com/reviews/food/schlosse.htm>

Review Summaries			
Source	Rating	Date	Reviewer
Christian Science Monitor	.	1/2/2001	Julie Finnin Day
Commentary	B-	5/2001	Steven A. Shaw
Daily Telegraph	A	7/5/2001	Adam Nicolson
The Economist	.	17/2/2001	.
Evening Standard	A-	30/4/2001	David Sexton
The Guardian	A	6/4/2002	Nicholas Lezard
The LA Times	A-	11/3/2001	Tom Vanderbilt
London Rev. of Books	A	24/5/2001	James Meek
New Statesman	.	2/7/2001	Hugo Miller
The NY Observer	A	29/1/2001	Stephen Metcalf
The NY Times	A-	30/1/2001	Michiko Kakutani
The NY Times Book Rev.	A-	21/1/2001	Rob Walker
Reason	B	11/2001	Gary Alan Fine
Salon	A-	8/2/2001	Maria Russo
San Francisco Chronicle	A	28/1/2001	Andrew Roe
TLS	.	14/9/2001	Sidney Mintz
USA Today	A	1/2/2001	Deirdre Donahue
Wall St. Journal	D	12/1/2001	Cynthia Crossen
The Washington Post	.	28/1/2001	Nicols Fox

<http://www.complete-review.com/reviews/food/schlosse.htm>

FAST FOOD NATION WEB QUEST

This web quest is a scavenger hunt.
Work in groups of 4 to 5.

Instructions:

1. Find the article that you are assigned to retrieve information from on the Summer Reading Program web site that you can access on your PAWS homepage. Click on the web site.
2. On the purple menu bar click on FOOD FOR THOUGHT.
3. Search to assigned paragraphs for the correct answers to the assignments below.
4. When you are finished write your answers on the smart board.

SECTION 1

Find the answers between paragraphs 1 and 21 in the following article:

Clark, C. (1991, November 8). *Fast-food shake-up*. The CQ Researcher Online, 825-848. Retrieved May 11, 2004, from <http://library.cqpress.com/cqresearcher>.

GROUP 1

An estimated ___ million Americans patronize the nation's fast-food restaurants every day, each spending an average of \$___ a year. [2] Only ___ percent of Americans say they never visit them, a National Restaurant Association (NRA) survey revealed.

GROUP 2

The share of the family food budget spent on eating out has shot up from ___ percent in the late 1960s to ___ percent now, egged on by the proliferation of two-income families grabbing meals on the

go. The insatiable demand for speed and convenience revved up in the late 1980s with the expansion of "drive-thru" facilities. A remarkable ___ percent of fast food was ordered "to go" in 1990, compared with 23 percent in 1982. [3] The same period witnessed a spectacular rise in pizza home-delivery services, many of them catering to baby-boomers "cocooning" in front of their VCRs. (Pizza Hut, which didn't even offer delivery five years ago, now depends on it for ___percent of its business.)

GROUP 3

Americans eating outside the home consume ___ percent more pizza, ___ percent more Mexican food and ___ percent more chicken than they did in 1984, but ___ percent less beef, according to NPD Crest, a Chicago consulting firm. [6] Not only are fast-food companies in a cook-off against one another, together they are competing for what they call "share of stomach" against the rival formats that also offer convenience -- quick-service delis, all-you-can-eat buffets and supermarket salad bars.

GROUP 4

The new edition of Jacobson's guide to fast food picks the worst fast-food offenders: Carl's Jr.'s Double Western Bacon Cheeseburger (___ calories, ___ teaspoons of fat); Jack in the Box's Ultimate Cheeseburger (___ calories, ___teaspoons of fat); and Burger King's Double Whopper with Cheese (___ calories, ___ teaspoons of fat). [10]

GROUP 5

In recent years, the debate over teens working in fast food has shifted dramatically as the industry has experienced a labor shortage. The number of 16-to-24-year-olds dropped from _____ million in 1980 to _____ million in 1990, the Census Bureau

reported, and is projected to drop to _____ million by the year 2000. In 1988 the NRA estimated that fast-food outlets were short _____ laborers, leading many chains to actively recruit. In scarce labor markets such as Boston and Atlanta, entry-level jobs were suddenly offered at \$6 to \$7 an hour. More important, many firms began recruiting not just teens but recent immigrants, college students, housewives with children at school, adult moonlighters and the elderly. Today, more than 9 percent of all fast-food employees are _____ or older, according to a federal survey. [21]

SECTION 2

This section requires that you visit various fast food websites to find information. Work in your group to find the answers. The group that finishes first wins a prize.

Go to McDonald's web site.

Select USA.

Select Food and Nutrition.

In the menu on the left, select Willie Munchright.

6. Willie has two videos. Watch the one entitled "Exercise."
From whom does Willie receive a letter of inquiry?

ANSWER:

7. In one sentence, tell me why McDonald's created a new spokesperson in addition to Ronald McDonald.

ANSWER:

8. Now go back to the first McDonald's page with a menu bar.
Click on HAVIN' FUN.

Select "i am asia." On the left menu.

Select "Asian and Pacific Islander American Culture" (right menu).

Select Japanese from the drop down list.

Supply word definitions for the following terms:

Shogatsu—

Omisoka—

Bonenkai parties—

Toshikoshi soba—

Otoso—

9. The typical lunch meal at McDonalds consists of a Big Mac, Medium Fries, and A Medium Coke.

Go back to Food and Nutrition.

Select "Nutrition Info."

Select "Nutrition Info."

Click on "Nutrition Facts."

Fill out the Table below which requests the following information..

	Calories	Calories from Fat	Sodium	Carbohydrates
Big Mac				
Medium Fries				
Coca-Cola Classic				

(Medium)				
Totals				

10. Lets now visit another fast-food company, Wendy's.

Go to Wendys.com

Click on Nutrition Guide

Click on United States link

Click on "Complete Nutrition Guide" link.

Let's try to eat a more healthy meal at Wendy's than we had at McDonald's. Most people think salads are healthier. Let's investigate the same nutritional information we researched at McDonald's.

	Calories	Calories from Fat	Sodium	Carbohydrates
Homestyle Chicken Strip Salad				
Creamy Ranch Dressing (1 pkt.)				
Diet Cola (Medium)				
Totals				

When you finish, ALL the members of your group should shout "SHAZZAM".