Big Mac vs Supermac's (B2-C1)

Lead in

1. Are you a fan of fast food?
2. What are some popular Western and Asian fast foods?
3. Is Asian or Western fast food healthier?

Input 1

1. Read the article. Summarise it with your classmates and write it down in one or two sentences.
2. Can you explain to each other how McDonalds lost the use of 'Big Mac' in Europe?

Language 1

1. Find words in the first article that mean:

1. Energetic, exciting *para 1*	4. An important stage *para 3*
2. To lead *para 2*	5. To battle, fight *para 6*
3. Preferred, a favourite to win *para 2*	6. To collect and keep large amounts of things *para 7*

2. What is meant by the phrase:

1. Half a century?
2. The golden arches?
3. A David versus Goliath battle.

3. Here are nicknames for McDonalds from around the world. Can you match them to the country? Take a guess!

Hong Kong   USA   Germany   France   Canada
Japan   Australia   Scotland   Mexico

Nickname	Country	Nickname	Country	Nickname	Country
Mickey D's		McD's		Mekkes	
Macca's		McDonna's		McDo	
McDick's		Makku		Mak Kee	

Are these nicknames supposed to be insults? What are some nicknames for other well-known restaurants?

Discussion 1

1. McDonalds lost its exclusive use of the Big Mac name. Is this fair? Why do you think so?
2. Do you think people might be confused when they see 'Big Mac' and 'Supermac'?
3. What else did McDonalds do with regards to trademarks that bothered Supermac?
4. Have there been any similar intellectual property cases in Korea?

Input 2

Watch the advertisement from Burger King. Explain to you classmates what you think is going on: *mirror.co.uk/news/weird-news/burger-king-trolls-mcdonalds-advert-13934836*

Discussion 1

- What are your opinions about this?
- Do you think this is real?
- Can you remember any of the parody names?

Input 3

Read the second article. Summarise it with your classmates; come up with a one or two sentence summary and write it down.

Language 2

1. Find words in the article that mean:

1. Improved, upgraded *para 2*
2. A way that shows you are not certain *para 3*
3. Not surprised or worried *para 3*
4. Poking fun and try to annoy someone online *para 6*

2. What is meant by:

1. "taking a big, juicy bite out of the world's biggest burger chain."
2. "it's too much fun for us to stay away."

Discussion 3

- How do you feel about this?
- What opinions about Big Macs are being *implied* by Burger King's joke names?
- According to the article, how else has *the home of the Whopper* trolled *McD's*?
- Can you think of any Korean examples of this kind of trolling?

Task

With your classmates, come up with a parody food campaign for another food chain. You could have one food chain pitted against another, similar to what we read about. When you are done, share your ideas with other classmates. **Have fun with it!**

Teaching notes and answers

A lesson based on two news articles and a video. Students read about *MacDonald's* loss of their *Big Mac* trademark in Europe and how *Burger King* publicly teased them through advertising in Sweden, and other ways.

Students work through vocabulary tasks, discuss the topics, do a fun guessing game of nicknames for MacDonald's around the world. They end with creating with their own humorous ad campaign.

Process

Simply follow the stages in the student handout.

Answers

Language 1.1

1.	Energetic, exciting **Barnstorming**	4.	An important stage **Landmark**
2.	To lead **Guided**	5.	To battle, fight **Take on**
3.	Preferred, a favourite to win **Fancied**	6.	To collect and keep large amounts of things **Hoarding**

Language 1.2

1. Half a century? **50 years**
2. The golden arches? **MacDonald's**
3. A David versus Goliath battle. **A weaker, smaller opponent winning against a stronger, bigger opponent.**

Language 1.3

Nickname	Country	Nickname	Country	Nickname	Country
Mickey D's	**USA**	McD's	**Scotland**	Mekkes	**Germany**
Macca's	**Australia**	McDonna's	**Mexico**	McDo	**France**
McDick's	**Canada**	Makku	**Japan**	Mak Kee	**Hong Kong**

Language 2.1

1. Improved, upgraded *para 2* **revamped**
2. A way that shows you are not certain *para 3* **tentatively**
3. Not surprised or worried *para 3* **unfazed**
4. Poking fun and try to annoy someone online *para 6* **trolling**

Language 2.2

1. "taking a big, juicy bite out of the world's biggest burger chain." **Teasing a rival?**
2. "it's too much fun for us to stay away." **BK can't resist teasing McD**