

Name:

McDonalds Global Interactions & Glocalization (Fieldwork!)



Task 1 – Comment on the exterior building of McDonalds and link into uniform urban landscapes; the effects of common commercial activity



Name:

Task 2 – Comment on the interior design of McDonalds. Annotate around the image below the key features of the design (including on the walls) and desired effects? Use the help sheet to decide which design the Colomiers Perget restaurant has chosen.



Task 3 – Study (not too closely) the serving staff as well as the service possibilities. To what extent have cultural traits been diffused in terms of language, customs, dress, images, music, food and technology. Annotate onto both the images on this page.



Name:

Task 4 – Your food. What is the most glocalized menu you can purchase (don't worry, I'm paying!)? Take a photo of it for later and paste/glue it into the space below. Annotate the key features of how *adaptation of a global product for a local market place* has taken place. Check out ingredients and any other statements on the packaging.

Photo Here



Task 5 – Make a note in the space below of any ways that McDonalds has forged commercial partnerships with other TNC's. Pay particular attention to the Happy Meal purchased.