



**«Everything is bigger in America:**

**they have the biggest cars,**

**the biggest houses,**

**the biggest companies,**

**the biggest food and finally**

**the biggest people».**





**Do you know the  
name of this brand?**

**I think you know. This is the logo of the world famous**

**McDonald's, established in the 40th of the 20th century.**



# Fast – food in America and in Russia



**MADE BY:  
KOSTUKOVICH D.O.  
PROJECT MANAGER:  
SAPRYKINA J.A.**

# Urgency of the problem

**Why I decided to choose this theme?**

**I want to prove you that fast - food has consequences, namely, gastritis, ulcers, obesity. Our physical and spiritual health depends on them.**





***The aim of our  
research: to  
explore the  
benefits and  
harms of fast -  
food***

# **Objectives :**

- To find out what is the fast-food and determine its place;**
- To show how fast - food affects the human health;**
- Create the booklets about the harmless of fast - food.**

**Hypothesis: If you will eat fast – food  
you will be very fat and sick.**

If the animals eat at McDonald's  
(a popular movie)





**Object**

**American and Russian  
students**


**Subject**

**Fast - food**


A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, located in the lower right quadrant of the slide.

# Methods

**Theoretical**  
**(analysis, synthesis**  
**and systematization)**  
**Practical (testing)**



**Fast Food (rus. «быстрое питание») – a quick meal dish. The time between preparation and sale should not take ten minutes.**

A decorative graphic consisting of several parallel white lines of varying thicknesses, slanted diagonally from the bottom-left towards the top-right, located in the lower right quadrant of the slide.

A close-up photograph of a McDonald's meal. In the foreground, a Big Mac burger is prominently displayed, showing its sesame seed bun, beef patties, cheese, pickles, onions, ketchup, and mustard. Behind the burger is a red paper tray filled with golden-brown french fries. To the right, a white soft drink cup with the golden arches logo is partially visible. The background is dark, making the food stand out.

**Who created this Empire?**

Fast - food industry began in the 1920 in America. In 1921 the company opened in Kansas, the White Castle company. At the end of 1940 appeared the competitors, the McDonald's.

The McDonald's restaurants are very popular nowadays because you can eat cheaper there and very quickly. Children can play there.





If you visit the United States today, you can see a variety of fast food restaurants on each side of the street.

Do you know whose name the American children knows better than Santa Claus's name?

Of course, Robert McDonald. McDonald's food is the face of Americans' nation today.

American people have not traditional food at all.



**McDonald's restaurant in Russia was opened by George Cohon in 1990. In Yekaterinburg the first McDonald's opened in 2009.**

**McDonalds restaurants attract people of different ages. They offer cheeseburgers, hamburgers, French fries, lemonade.**



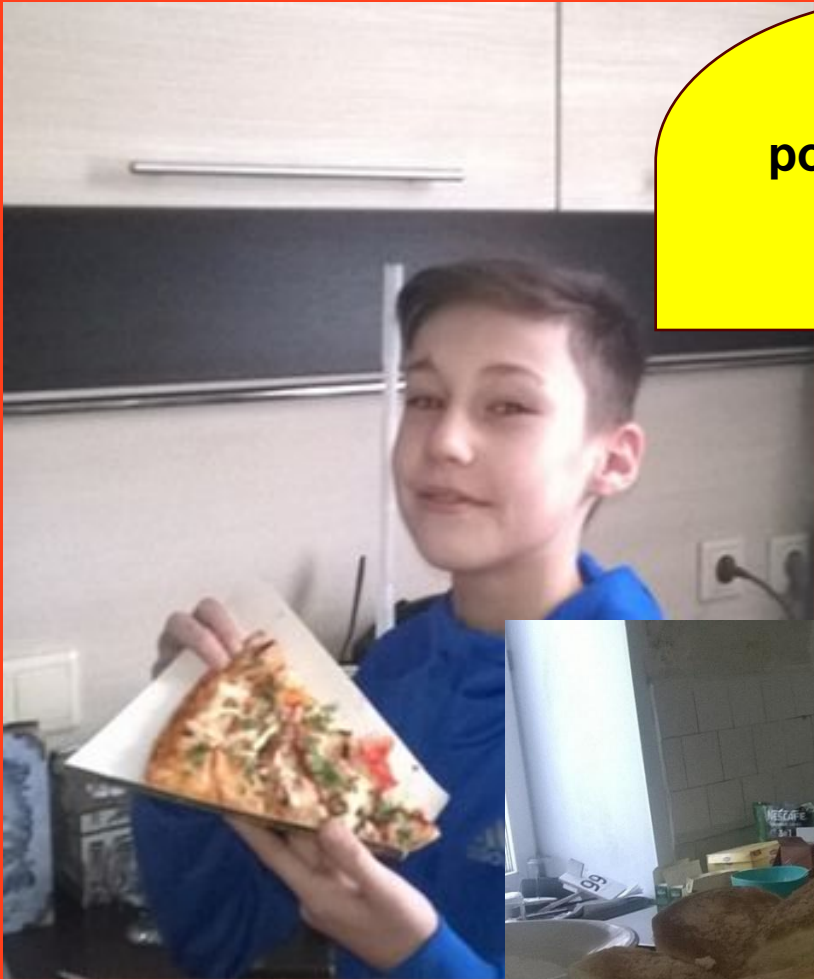


Nowadays one can see a lot of advertisements in Russia, in Ekaterinburg.



# Our children

I like fast - food

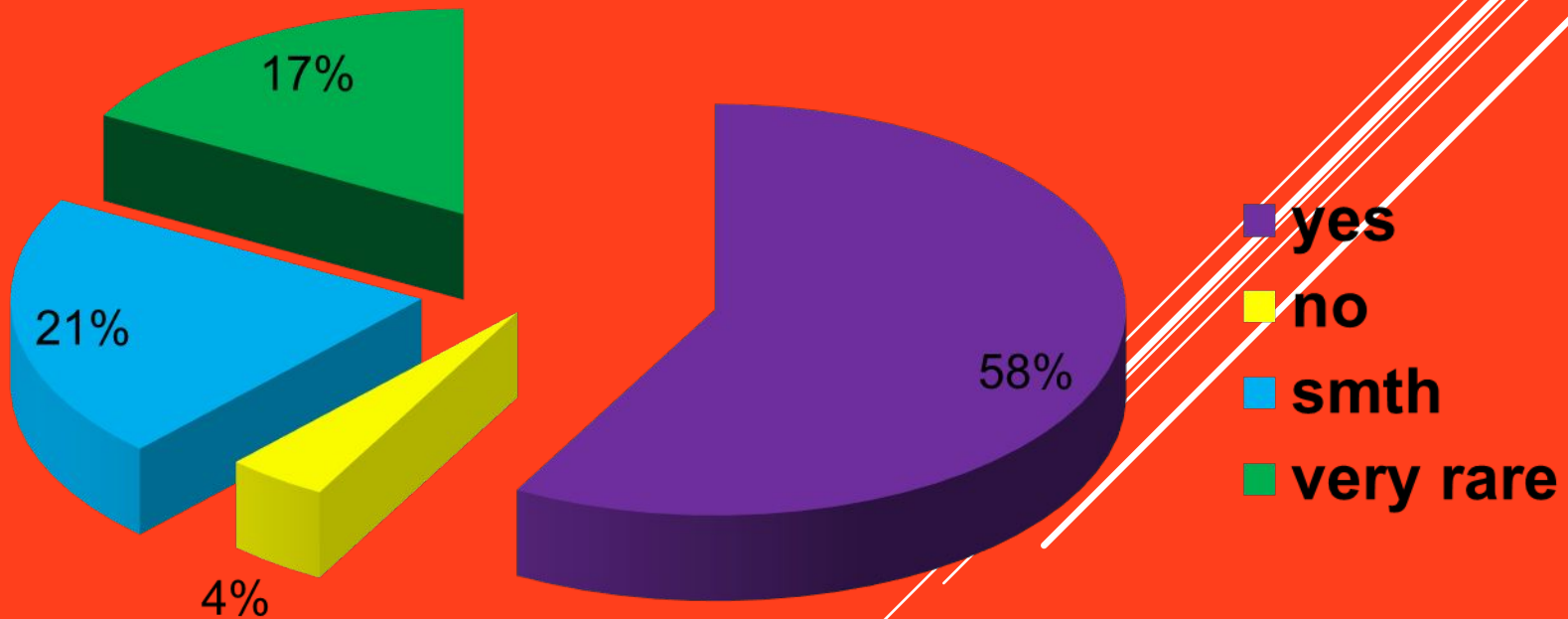


**Recently in Mass Media appeared the list of the most harmful to human health snacks.**

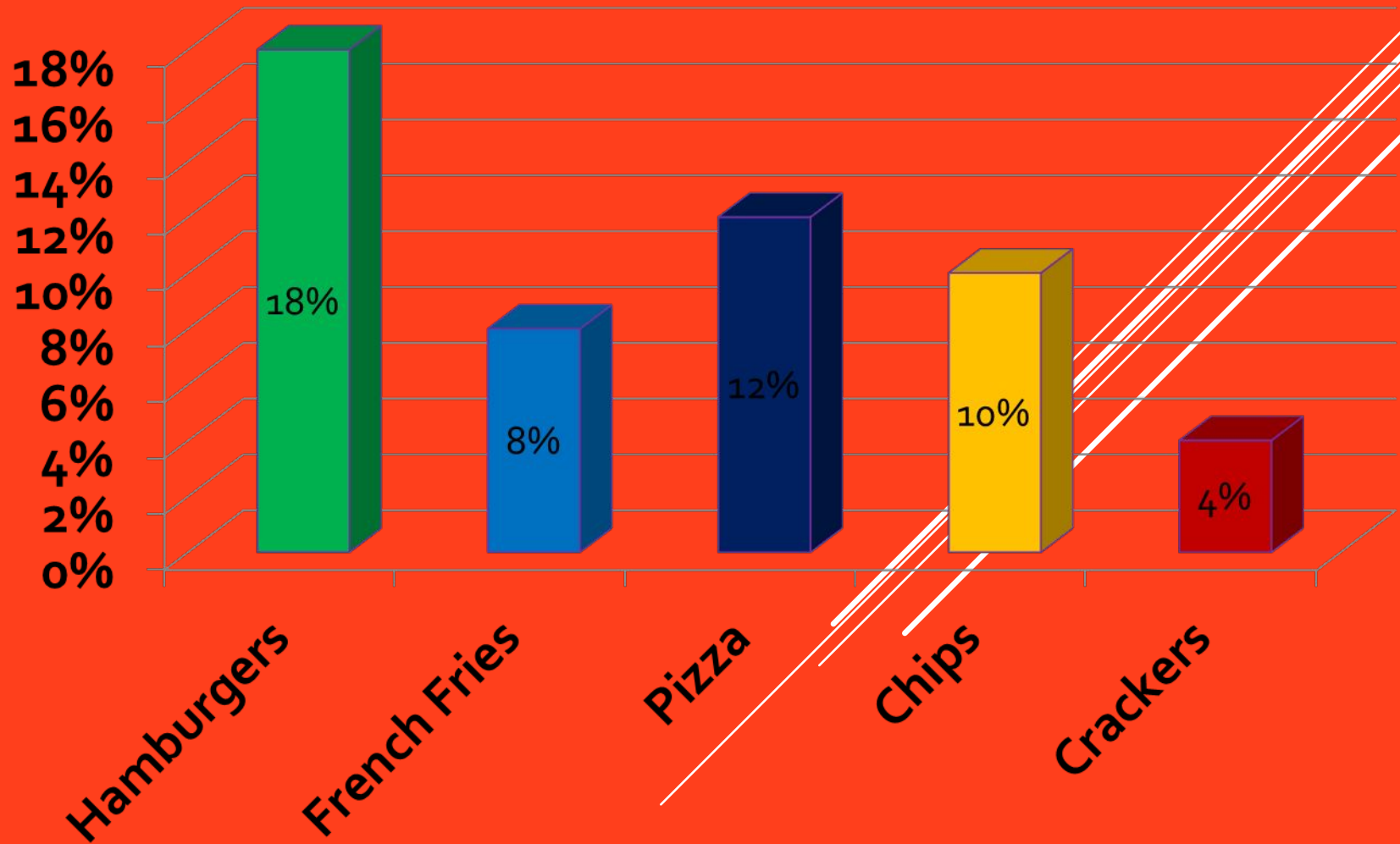


- French fries
- Hamburgers
- Pizza
- Donets
- Chips
- Soda
- Candy bar
- Sausages
- Cookies
- Crackers

# DO YOU EAT FAST – FOOD?



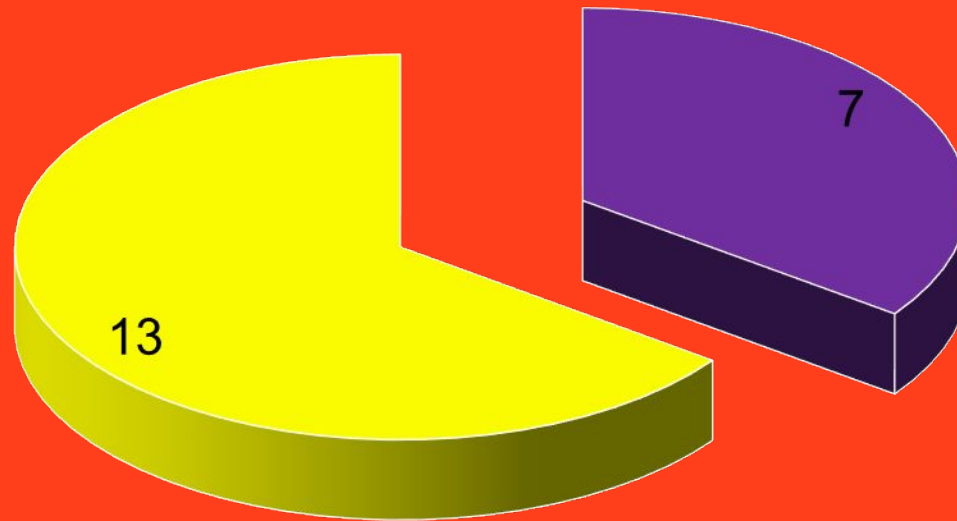
# Name your favorite fast – food dishes?



# Do you want to have Fast – food restaurants in your village?

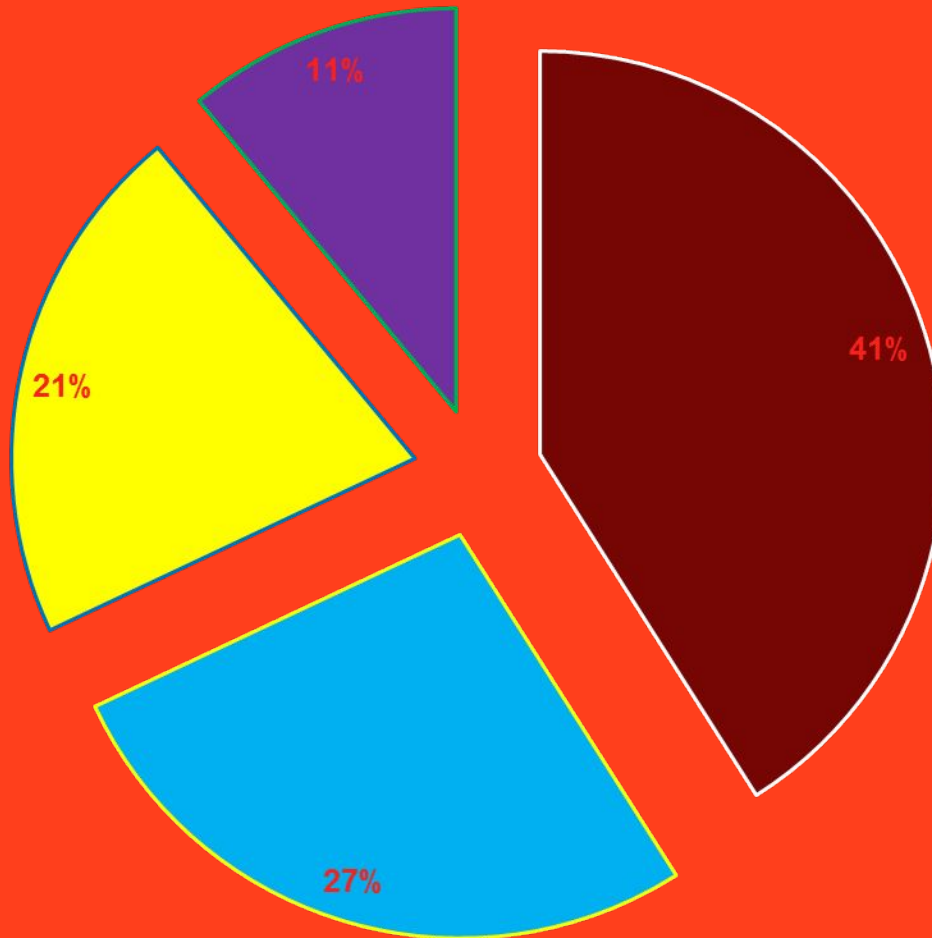


▶ **Do you prefer to eat traditional Russian food or visit fast – food restaurants?**



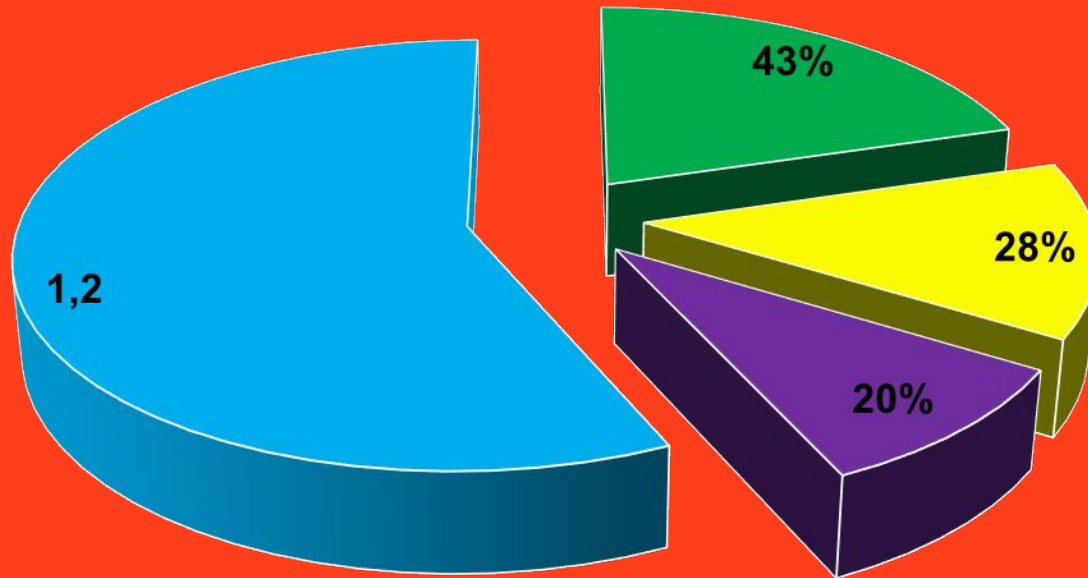
■ Traditional food   ■ Fast - food

# Children tastes



■ Fast - food   ■ Sweets   ■ Salad   ■ Home food

# My breakfast



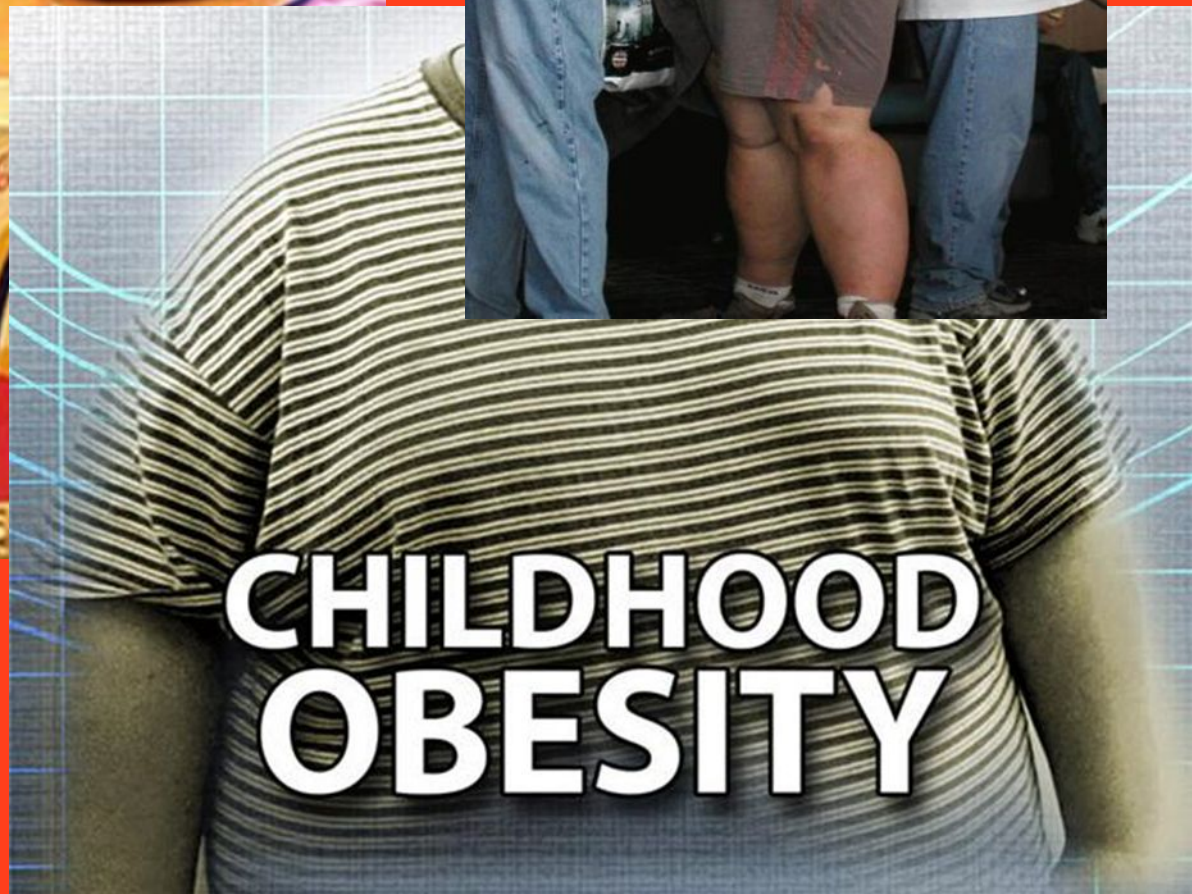
- Bread and butter
- Without breakfast
- Tea or coffee
- Porridge



# Consequences of eating fast - food



If you want to be the same eat fast - food



# CHILDHOOD OBESITY

**Live fa(s)t, die young!**

[hohota.net](http://hohota.net)

**It is no secret that obesity is the scourge of the modern world. Russia takes the 4<sup>th</sup> place in this list.**



Place	Country	number of persons	%	population
1	USA	78 mln		33%
2	China	46 mln	4.4%	
3	India	30 mln		3.8%
4	Russia	28 mln	24.1%	
5	Brazil	22 mln	16,2%	
6	Mexico	20 mln	26,9%	
7	Egypt	18 mln	35,9%	
8	Germany	16 mln	24,3%	
9	Pakistan	14 mln	13,6%	
10	Indonesia	11 mln		6,8%



**To eat, or not to eat,  
that is the question**

# FAST - FOOD GOOD or EVIL

<b>Tasty</b>	<b>There is substance acrylamide which leads to cancer</b>
<b>Quickly</b>	<b>Calories</b>
<b>Cheap</b>	<b>Cholesterol</b>
	<b>Lead to diabetes</b>
	<b>Lead to obesity (metabolism)</b>
	<b>Bad products</b>
	<b>Like heroin</b>

**Conclusion:  
Fast food is  
a synonym  
of harm food**

*After eating fast - food*

*Before eating fast - food*





# What is fast food.

# QUESTION - ANSWER

Fast food - The class of fast food, usually offered by specialized institutions. Fast food as the industry emerged in the 1920s in America. Until that time, Americans prefer to cook their own meals at home. But with the rapid industrial growth in the country they no longer have enough time to cook. And then came the first restaurants that sell junk food. A pioneer in this field was the company «White Castle»? («Белый замок»), which opened in 1921 in Kansas. Signature dish "White Castle" had burgers, which at that time the Americans were a rarity.

What food is classified as "fast food"?

Speaking about the dangers of fast food, first of all have in mind the type of institution "McDonald's", sell on the streets of hot dogs, pancakes with toppings, chips, crisps, fizzy drinks and other "stuff" that we usually have a snack on the run.

Is it going in the "fast-food" institutions prepared on some particularly harmful fat?



In most cases it is. The fact that for the preparation of fast food typically solid margarine is used with a high level of trans fatty acid isomers. The danger of these isomers are most of the fact that, in the doubling of our diet increases the risk of heart disease by at least half. At present young generation, who grew up on fast food, in 30 years You can already begin to "reap the fruits

Is it true that the cause of obesity is associated with Americans of their love for a "fast food"?

And how true! And not just Americans! Firstly, the average meal in kakomnibud "McDonald's", at a minimum, covers, and even exceeds the daily need in calories.



**As for me, working with my project, I completely changed my attitude towards diet and lifestyle.**

**So anyway, my work takes the 1st place or not, I already have a victory, and this victory-victory to stop the improper lifestyle in my family, this is the biggest reward for my project.**

**Thanks for  
attention**

