

Ancient and Modern Cultures

Global Cultures



FRANCHISE GLOBILIZATION

The video “Ancient and Modern Cultures: Global Cultures” shows the reaction French farmers had to the opening of McDonald’s™ franchises in Paris. After taking notes on this controversial importation of American fast-food franchises into the unique French culture, consider the effects of fast-food franchises opening in small towns and cities across the United States. Some people feel that this has eliminated the "unique qualities" of these towns, making them all look and feel the same.

In the space below, write a one-page position paper either for or against the globalization of fast-food franchise businesses. Include your rationale so you will be prepared to defend your position.