



## Teil I Leseverstehen

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## Text 1 McDonald's: 70 years of hamburgers and fries



THE BIG yellow "M" of Mc Donald's is one of the best-known logos in the world. The US restaurant chain which celebrates its 70th birthday this year is one of the biggest successes in the food industry, serving millions of meals every year.

5 The McDonald's story began on May 15, 1940, when two brothers, Richard and Maurice McDonald, opened a restaurant in San Bernardino, California. It was a typical American drive-in restaurant that had waiters and waitresses who took food chosen from its long menu to customers waiting outside in their cars.

10 Eight years later, the brothers made some important changes to their restaurant and the first McDonald's as we know it today was born. Instead of a large menu, the brothers offered just a few items: hamburgers, cheeseburgers, soft drinks, coffee, milk, French fries and pie. The most important item was the hamburger, which cost only 15 cents. The meals were so easy to make that trained chefs were not needed.

15 The McDonald's concept was a success locally, but the man who made McDonald's big was Ray Kroc, a mixer salesman who visited the San Bernardino restaurant and was fascinated by the McDonald's idea. He bought the license and opened other restaurants on the same principle. Soon McDonald's restaurants appeared throughout the country, all with the same menu, the same design and the same famous golden arches sign.

20 Americans loved McDonald's, and by 1958, the 100 millionth hamburger had been sold. A year later, the 100th McDonald's restaurant was opened in the US. In 1967, the company went global, opening restaurants in Canada and Puerto Rico. Today, McDonald's has more than 32,000 outlets in 117 countries, with new restaurants opening every day.

25 The company's slogan, translated into many languages for its international customers, is "I'm loving it", but there are many who definitely don't love McDonald's. Among its biggest critics are health experts.

30 A diet of hamburgers, Big Macs, French fries, milkshakes and huge cups of Coke is one reason for the obesity problem in many western countries, they say. The 2004 movie Super Size Me, in which the documentary filmmaker Morgan Spurlock ate nothing but McDonald's meals for a month, caused a sensation because at the end of four weeks, he had gained 11 kg.

McDonald's has reacted to Spurlock's criticism by putting healthier options - salads, fruit, yoghurt and vegetable wraps on its menu. McDonald's is currently using the Shrek film character to motivate children to choose fruit and vegetables in their Happy Meals.

35 But although you can eat healthy food at McDonald's most customers, especially young people, go there for the Big Macs, the Chicken McNuggets, French fries and Coke. That's fine if you need a quick snack once in a while, but if you look at the great number of overweight people, you will see why a 100 per cent McDonald's diet is definitely not a good idea.

(482 words)

Read On, Juli 2010



**Entscheiden Sie, ob die vorliegenden Aussagen zum Text richtig oder falsch sind. Begründen Sie Ihre Entscheidung auf Deutsch.**

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1. The first McDonald's restaurants were organized as self-service restaurants.
2. People who wanted to cook for the first McDonald's had to be especially qualified.
3. Mr Kroc managed to make the company popular all over the US?
4. In 1958, a hundred million hamburgers were sold.
5. The first restaurants outside the US were opened in the late 1960s.
6. The slogans vary from country to country.
7. Morgan Spurlock's film *Supersize Me* did not have an influence on the restaurant's menu.
8. Beantworten Sie folgende Fragen auf Deutsch:

Which important events in the history of McDonald's took place in the following years?

- 1948
- 1959
- 2010

**Text 2 Mediation**

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**Als engagierter Umweltschützer wollen Sie in einem Internetforum einen Beitrag in deutscher Sprache zum Thema "Fast Fashion" schreiben. Gehen Sie darin auf folgende Aspekte ein.**

- Qualität der Kleidung
- Verwertung von Kleidung heute und früher
- Produktion der Kleidung und
- deren Auswirkungen auf die Umwelt

**Die für Ihren Beitrag notwendigen Informationen entnehmen Sie bitte dem vorliegenden Text.**

**Fast fashion – is it cool?**

- 1 Looking cool and being cool are two different things. Buying clothes from high street shops at cheap prices means you can wear the latest fashion and have lots of clothes, but what are the real costs? Very cheap and very cool T-shirts mean bad working conditions for the people who make them and a lot of damage to the environment. Is that really cool?
- 5 More and more clothes shops and supermarkets offer cheap fashion. In the UK, 40% of all clothes are bought there. These cheap clothes are not made to last for a long time: the material is not good quality and you can often wear them only once or twice. With such cheap clothes of such bad quality, we are buying more and more clothes.
- 10 What do we do with all the old clothes? We throw most of them away as waste. 74% of clothes (1.8 million tons) go into landfill<sup>1</sup>, some of them taking years to rot away; 13% are recycled.

<sup>1</sup> landfill: Mülldeponie



15 Apart from all this waste, the people who make the clothes often work in bad conditions. Life for a typical worker in a clothes factory in Bangladesh does not look good. It is mostly women who do these jobs and they start their working lives in their early teens. It is normal to work 10 to 12 hours a day, seven days a week. The pay is often very bad.

The farmers suffer, too. Cotton makes up 65% of the total textile market. The cotton industry uses 22.5% of all insecticides in the world. At least one million farmers worldwide have to go into hospital because of pesticide poisoning.

20 It is not only people who suffer in the cotton industry, the environment does, too. Cotton needs a lot of water to grow. So much water has been taken from rivers and lakes that wetlands have dried out and many species of fish have disappeared. People who lived from the fishing industry have lost their jobs and even their homes.

25 Before business in the textile industry was done as it is today, people made their own clothes, mended<sup>2</sup> them, handed them down to others and recycled them. People did not use chemicals to produce clothes.

So think twice before you buy. You just have to be cool enough to do it.

(389 words)

**Adapted from: Read On, 5/2007**

**Teil II    Sprache und Kommunikation**  
**1        Sprachliche Mittel im Kontext**

**20**  
**(10)**

1. Schreiben Sie in ganzen Sätzen auf Englisch, was Sie beim Autofahren dürfen oder nicht dürfen, tun sollten oder nicht tun sollten, was erlaubt oder was verboten ist. 3
  - während des Fahrens telefonieren
  - an einer roten Ampel halten
  - sehr laute Musik hören
2. „Was wäre wenn ...?“ Schreiben Sie ganze Sätze auf Englisch. Beginnen Sie jeweils mit „If ...“ 2
  - Wenn Sie einen Tag lang die Regeln in Ihrem Klassenzimmer bestimmen dürften, ...
  - Wenn Sie einen Führerschein und ein Auto hätten, ...
3. Beschreiben Sie, wie sich Fortbewegungsmöglichkeiten im Laufe der Zeit verändert haben. 3

Schreiben Sie auf Englisch jeweils einen Satz dazu, wie Menschen früher reisten, wie sie es heute tun und wie Reisen in der Zukunft aussehen wird.
4. Fragen Sie Ihren Freund 2
  - nach seinem Bewerbungsgespräch in der letzten Woche.
  - nach seinen Urlaubsplänen fürs nächste Jahr.

Schreiben Sie ganze Sätze auf Englisch.

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<sup>2</sup> to mend: ausbessern, flicken



<b>2</b>	<b>Managing Situations</b> <b>Eine Unterhaltung führen</b>	<b>10</b>
	<p>Während eines Austauschs mit einer englischen Schule haben Sie einen netten Jungen namens Tim kennengelernt. Dieser ruft Sie eines Tages überraschend an.</p> <p><b>Was würden Sie im folgenden Telefongespräch auf Englisch sagen?</b> <b>Schreiben Sie Ihre Vorschläge in ganzen Sätzen.</b></p> <p>Tim: Hi, this is Tim speaking. Remember me? We met last year, when you were in England at my school.</p> <p>Sie: Of course I remember you. What a nice surprise. So how are you?</p> <p>Tim: I'm fine. I'm on holiday in Germany with my family.</p> <p>Sie: <b>Fragen Sie ihn, wie lange er schon hier ist.</b></p> <p>1. ...</p> <p>Tim: Oh, about four days. We arrived last Sunday. We're staying at a nice hotel near Wolfach in the Black Forest.</p> <p>Sie: <b>Sagen Sie, dass Sie Wolfach kennen. Sie waren als Kind einmal dort und es hat Ihnen gut gefallen.</b></p> <p>2. ...</p> <p>Tim: I like it, too. Well, I just wanted to know if you've got time tomorrow. We could meet somewhere and do something together.</p> <p>Sie: <b>Während der Woche haben Sie leider keine Zeit, da Sie sehr beschäftigt sind. Ihre Ferien haben noch nicht angefangen. Aber Samstag wäre gut.</b></p> <p>3. ...</p> <p>Tim: That's fine with me. You know, I don't have any other plans.</p> <p>Sie: <b>Schlagen Sie vor, dass Sie sich in Heidelberg treffen. Sie möchten ihm gerne das Schloss zeigen, das eines der berühmtesten Sehenswürdigkeiten Deutschlands ist.</b></p> <p>4. ...</p> <p>Tim: Brilliant. I could take the train to Heidelberg.</p> <p>Sie: <b>Sagen Sie, dass Sie ihn am Bahnhof abholen können. Er muss Ihnen nur mitteilen, wann der Zug ankommt.</b></p> <p>5. ...</p> <p>Tim: Okay. I'll check the timetable and send you a text message as soon as I know.</p> <p>Sie: <b>Fragen Sie, ob er bis Sonntag bleiben möchte. Sie könnten am Samstagabend mit anderen Freunden zusammen in eine Kneipe gehen und dann bei Ihnen übernachten.</b></p> <p>6. ...</p> <p>Tim: Oh, I'd love to stay overnight and meet your friends or family. Do they speak English?</p>	



Sie: **Bejahen Sie. Fast jeder in Deutschland spricht zumindest ein wenig Englisch, da man es auf der Schule lernen muss.**

7. ...

Tim: Okay, so that's no problem then.

Sie: **Sagen Sie, dass Sie sich sehr darauf freuen, Ihren Freund wiederzusehen. Sie hoffen, das Wetter wird gut und verabschieden sich bis Samstag.**

8. ...

Tim: Yes, see you then. Bye.

**Teil III Schreiben**

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**Wählen Sie aus den beiden folgenden Aufgaben eine aus.  
Schreiben Sie etwa 150 Wörter.**

- 1. Ihr amerikanischer Freund hat Ihnen eine Mail geschrieben. Schreiben Sie ihm auf Englisch zurück und geben Sie ihm gute Ratschläge dafür, was er tun kann, um seine Situation zu verbessern.**

*Dear ...,  
as you know, my parents and I moved here two weeks ago and I still feel very  
lonely. I'm quite desperate. Have you got any good ideas what I can do?  
Yours, Dave*

- 2. Schreiben Sie folgende Geschichte auf Englisch weiter.  
Schreiben Sie etwa 150 Wörter.**

*I woke up on a usual Monday morning and at the end of the day my life had completely  
changed. ...*