

UOW College Hong Kong / Community College of City University
Student English Enhancement Unit (SEE U)
Daily English Practice

Week 5

#75 The Big Mac Index

Skills/ Objectives: Reading, Writing, Listening and Speaking

Answers to relevant questions in the preceding set of exercises:

Question 2: Effective marketing strategy, or simply dumb luck.

Question 3: People get bored, and soon lured into buying a new, more exciting brand.

PART 1: Before you read...

Preparatory questions

1. How much part-time work do you have to do for you to buy a burger at McDonald's? What about an iPhone?
2. Do you see the value of money in numbers, or in the things or services it can buy you?

Answer(s) to the relevant questions above will be provided in the next exercise.

Vocabulary

1. Affordability (noun): the state of being cheap enough for people to buy
2. Alterations (noun): changes made to the shape or size of something
3. Burgernomics (noun): an economic theory based on the selling prices of the Big Mac
4. Consistent (adjective): always happening in a similar way
5. Methodology (noun): a system of ways of doing something

PART 2: Article for Reading

This article explains what the Big Mac Index is and how it helps us understand relative wealth:

What is the Big Mac Index? *(Click the link to read the article)*

<https://corporatefinanceinstitute.com/resources/knowledge/economics/what-is-big-mac-index/>

PART 3: Speaking Skills

Say to a competent speaker of English these words:

“Afford” – “affordable” – “unaffordable” – “affordability” – “unaffordability”

Ask for comment on clarity and fluency.

PART 4: Listening Skills

1. What is the Big Mac Index?

<https://www.youtube.com/watch?v=INPw1v6YOhI> (1:11 minutes)

If you are still puzzled with this economic concept, get it explained to you in this video again.

2. Top 10 Failed McDonald's Products

<https://www.youtube.com/watch?v=NB4-I5M9YXA> (11:32 minutes)

The Big Mac has its staying power, leaving behind a whole host of new products that have come and gone.

PART 5: Further Discussion

Write a short response to the following topic:

Describe a McDonald's product you remember well but has already been taken off the menu.

Send your writing to: see.u@cccu.edu.hk.

Our SEE U teachers are always ready to give feedback.