

English IV

Lesson: Wednesday, April 8

Learning Target(s):

- Explain two or more central/main ideas in a text, analyze their development throughout the text, and relate the central ideas to human nature and the world; provide an objective and concise summary of the text.
- Follow a writing process to produce clear and coherent writing in which the development, organization, style, and voice are appropriate to the task, purpose, and audience; self select and blend (when appropriate) previously learned narrative, expository, and argumentative writing techniques.

Bell Ringer:



In a quick write on a piece of notebook paper, explain how you feel about fast food. How often do you eat it? Do you trust the ingredients? Are there certain places you refuse to eat at? Why?

Learn:

- Read the article linked below.
 - Read: [Burger King Launches Ad Campaign of Whopper Consumed by Mold](#)
- As you read, take notes on the paper you used for your Bell Ringer. Be sure to write down:
 - What do you think are the two most important takeaways?
 - Did you learn anything in this article you didn't already know?

After you finish reading and taking notes, to delve a little deeper into the big ideas of the article, answer two questions on the following slides and complete the practice prompts.

Question 1:

Read the following sentence from the article.

Food rot as sales pitch is novel, but it is a harbinger of where the food world is going and a nod to all of the fast-food and quick-serve chains that have made similar choices in recent years.

Which sentence from the article BEST supports this idea?

A

Its message: The brand has achieved a milestone by removing artificial preservatives from the Whopper sandwich in over 400 restaurants in the U.S. and will reach all U.S. restaurants by the end of the year.

B

But nearly every national restaurant brand has scrambled in recent years to clean up ingredient statements, often switching from artificial colors, flavors, preservatives and sweeteners to "natural" alternatives.

C

The space between minimally processed, processed and ultra-processed remains hazy, however, as do these foods' effect on human health.

D

Lisa Lefferts, senior scientist at the Center for Science in the Public Interest, says these changes are more about public relations than public health.

Question 2:

The following evidence was gathered to support the argument that Burger King's removal of artificial preservatives is part of a larger food industry shift.

1. Food rot as sales pitch is novel, but it is a harbinger of where the food world is going and a nod to all of the fast-food and quick-serve chains that have made similar choices in recent years.
2. In September 2018, McDonald's announced that in the United States, all classic burgers would have no artificial preservatives, no artificial flavors and no added colors from artificial sources (the pickles remain a sticky wicket; their preservatives persist), this on top of removing preservatives from chicken nuggets in 2016 and from soft serve in 2017.
3. Panera Bread announced in 2015 that it would remove artificial flavors, colors, preservatives and sweeteners from all of its 2,000 restaurants, a goal it achieved in 2017 just after Chipotle Mexican Grill announced it had become the only national brand with no added colors, flavors or preservatives in any ingredients.

Which additional piece of evidence helps create the MOST complete argument that Burger King's removal of artificial preservatives is part of a larger food industry shift?

A

The brand has achieved a milestone by removing artificial preservatives from the Whopper sandwich in over 400 restaurants in the U.S. and will reach all U.S. restaurants by the end of the year.

B

With the campaign, Burger King has debuted a 45-second video of a pristine Whopper devolving over 34 days into something that is so not ready for its close-up.

C

The trigger for all these changes is consumer preference. In recent years, Americans have frequently been drawn to what a product lacks more than what it contains.

D

The Food and Drug Administration defines it as a food product that contains no artificial ingredients or added colors and has been "minimally processed."

Practice:

- Use the information from your notes (refer back to the text if needed) to construct responses to the two prompts below:
 - ➔ **What do you think are the two most important ideas you got from this article? Why?**
 - ➔ **Does reading the article change the way you think about fast food? Would you consider changing how often/where you eat fast food because of what you learned in this article?**

Practice Answer Checklist:

(Answers will Vary)

Question 1 Answer: B

Question 2 Answer: C

- Check your answer to make sure it meets the following criteria:
 - Did you write in complete sentences and use standard conventions (spelling, punctuation, grammar)?
 - Did you answer every part of the prompts?
 - Did you support and explain your answers using 2 details from the source text per prompt?

Sample Proficient Answer:

The two biggest ideas that came from the article are that the fast food industry is taking steps toward being healthier by reducing the amount of artificial sweeteners and preservatives, and that unfortunately, the alternatives are not always actually healthy or accurately represented to consumers. The article points out that while many fast food restaurants are trying to minimize “processed” foods, the definition of “minimally processed” is still uncertain. They also point out that using natural sources of preservatives doesn’t mean it’s necessarily healthier.

If you want to learn more...

If you're interested in another article on this topic, here is a [Washington Post article](#) discussing preservatives in food that delves into the concerns on the topic.

Suggestion: compare the big ideas from this article to what you learned and discussed in the Burger King article! What ideas are consistent between the two?