



# BBC WORLD SERVICE LEARNING ENGLISH

McDonald's Degree  
麦当劳学位

## McDonald's Degree 麦当劳学位

### Fast-food Chain Serves Up Degree Course

快餐连锁店提供学位课程

**Read the text below and do the activity that follows.**

阅读下面的短文，然后完成练习：

Against a background of **controversial plans** to **triple** university tuition fees, students **feeling the pinch** might be tempted by a new degree course where you can study while working full time.

The new qualification will be offered by fast-food chain McDonald's, who are launching their own two-year **foundation degree** in **business management** for restaurant bosses in the UK.

Their **aptly-named** Hamburger University in North London has been training McDonald's managers since the late 70s, and will now add **accredited degrees** to the menu for the first time.

Traditionally, working at the **hamburger chain** has often been seen as a **less-than-desirable vocation**, even **giving rise to** its own slang word: the **dreaded** 'McJob'.

According to the Oxford English Dictionary, a McJob is an "**unstimulating**, low-paid job with **no prospects**".

But McDonald's senior vice-president David Fairhurst says the course challenges these **misconceptions** about the employer.

"The old 'McJob' **label** is lazy and **snobbish**", he says.

The course is a demonstration of how seriously the company takes the training of its staff, says Mr Fairhurst. He also wishes for the company to be seen as a "**pioneer**" in educating employees.

"People no longer want to choose between jobs and education. They should not be **parallel universes**," he says.

The new degree will be taught by a combination of classroom study, e-learning and training in the workplace.

However, McDonald's is not the only company which is developing its own qualifications. **Department store** Harrods has set up its own degree course, and Microsoft awarded qualifications to 17,500 people in the UK last year.

## Glossary 词汇表

<b>controversial plans</b> – 有争议的计划	<b>triple</b> – 增至三倍
<b>feeling the pinch</b> - 感到手头拮据	<b>foundation degree</b> – 基础学位
<b>business management</b> – 商业管理	<b>aptly-named</b> – 巧妙命名的
<b>accredited degrees</b> – 官方认可的学位	<b>hamburger chain</b> – 汉堡连锁店
<b>less-than-desirable</b> – 不太令人满意	<b>vocation</b> – 职业
<b>giving rise to</b> – 导致	<b>dreaded</b> – 令人畏惧的
<b>unstimulating</b> – 没有刺激的	<b>no prospects</b> – 没有前途的
<b>misconceptions</b> – 错误概念	<b>label</b> – 标签
<b>snobbish</b> - 势利的	<b>pioneer</b> – 先锋、前驱
<b>parallel universes</b> – 平行宇宙、平行的世界	<b>department store</b> – 百货商店

### 1. Reading Quiz 阅读测验

**Are these sentences true or false? Circle the correct answer.**

以下句子哪句是真?哪句是假? 请圈出正确答案。

1. Students in the UK are facing an increase in tuition fees.  
**True / False**
2. Hamburger University is a place where you learn to make hamburgers.  
**True / False**
3. A 'McJob' is a desirable kind of work.  
**True / False**
4. David Fairhurst thinks that the definition of a McJob is an unfair description of working at McDonald's.  
**True/ False**
5. Other employers are also offering degree qualifications to staff.  
**True / False**

## **2. Jumbled Sentences** 调整句子顺序

**Without looking back at the article, put the words in the right order to make the sentences correct.**

在不看原文的情况下，调整下列打乱了顺序的句子，重新写出正确的语句。

1. no longer jobs want "People to choose between and education."

2. 17,500 qualifications people last Microsoft awarded to in the UK year.

3. McDonald's will fast-food The new qualification be by offered chain.

4. "The snobbish label 'McJob' is old and lazy."

5. a less-than-desirable vocation Working at the been hamburger chain has often seen as.

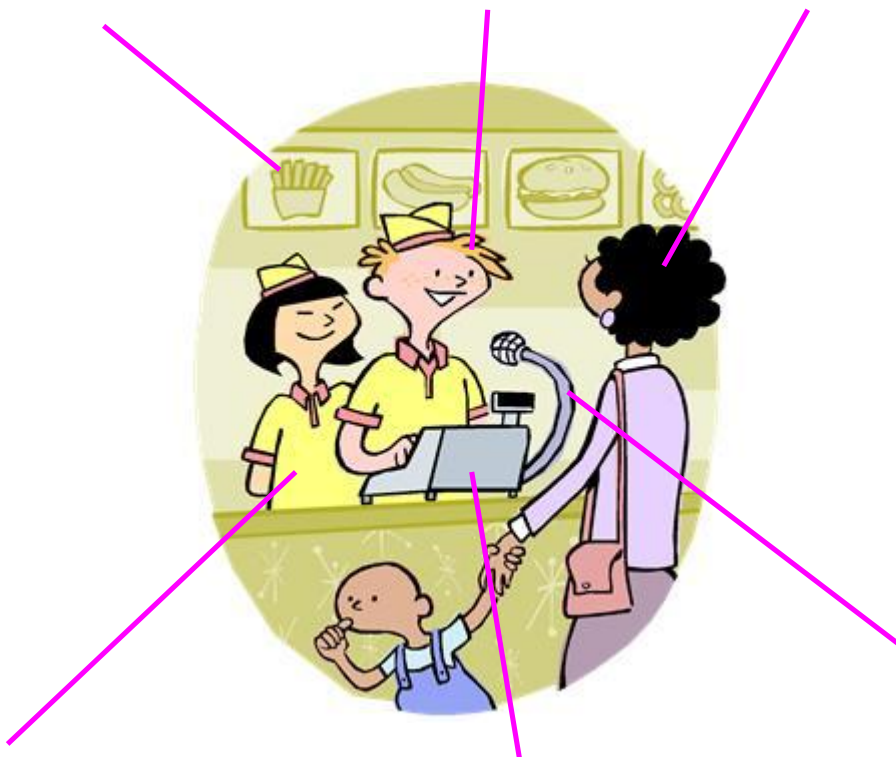
6. A low-paid job with McJob is an "unstimulating, prospects no."

### 3. Inside a fast-food restaurant 快餐店内的英语表达

Label the parts of the picture with vocabulary from below.

请看以下快餐店图片并将正确的表达填入横线中。

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_



4. \_\_\_\_\_ 5. \_\_\_\_\_ 6. \_\_\_\_\_

till	server	uniform
customer	microphone	overhead menu

#### 4. Wordsearch 单词搜索

Try to find the words associated with this week's article in the puzzle below.

There are ten words to find. Words can be written horizontally (g), vertically (i) or diagonally (m)

请在下面的字谜游戏中，找出与本文有关的英语单词来。

共有10个单词，其组成方式可能以水平的 (g) 垂直的 (i) 或对角的 (m) 形式出现。

t	v	u	h	t	i	s	i	s	q	u	i	t
c	o	n	t	r	o	v	e	r	s	i	a	l
e	c	s	p	i	o	s	s	d	i	d	b	l
y	a	t	t	p	i	o	n	e	e	r	t	h
e	t	i	b	l	i	g	g	g	e	e	s	t
t	i	m	a	e	k	e	a	r	w	a	a	y
e	o	u	v	e	r	l	i	e	k	d	e	i
n	n	l	t	h	e	h	i	e	s	e	t	o
r	h	a	m	b	u	r	g	e	r	d	y	o
f	t	t	c	h	e	w	h	o	l	e	e	n
t	i	i	j	r	e	u	n	i	v	e	r	s
e	s	n	o	b	b	i	s	h	s	o	l	e
t	s	g	b	p	a	r	t	y	o	n	e	l

controversial	triple	snobbish	unstimulating	McJob
pioneer	vocation	dreaded	degree	hamburger

# Answers 答案

## 1. Reading Quiz 阅读测验

1. Students in the UK are facing an increase in tuition fees. **True**
2. Hamburger University is a place where you learn to make hamburgers. **False**
3. A 'McJob' is a desirable kind of work. **False**
4. David Fairhurst thinks that the definition of a McJob is an unfair description of working at McDonald's. **True**
5. Other employers are also offering degree qualifications to staff. **True**

## 2. Jumbled Sentences 调整句子顺序

1. "People no longer want to choose between jobs and education."
2. Microsoft awarded qualifications to 17,500 people in the UK last year.
3. The new qualification will be offered by fast-food chain McDonald's.
4. "The old 'McJob' label is lazy and snobbish."
5. Working at the hamburger chain has often been seen as a less-than-desirable vocation.
6. A McJob is an "unstimulating, low-paid job with no prospects."

## 3. Inside a fast-food restaurant 快餐店内的英语表达

1. overhead menu
2. server
3. customer
4. uniform
5. till
6. microphone

## 4. Wordsearch 单词搜索

	v	u		t									
c	o	n	t	r	o	v	e	r	s	i	a	l	
	c	s		i				d		d			
	a	t		p	i	o	n	e	e	r			
	t	i		l				g		e			
	i	m		e				r		a			
	o	u						e		d			
	n	l						e		e			
	h	a	m	b	u	r	g	e	r	d			
		t	c										
		i	j										
	s	n	o	b	b	i	s	h					
		g	b										