

**HOW BURGER MAKES HISTORY?**

*Sauver la planète, penser les futurs possibles:* Burger are an American tradition, linked to its past, and bound to its future.

	What is to be expected from burgers in the future?
At the end of the Unit, I will	- know more about the the American history - learn about the consequences of food choices - think of a possible future for burgers
What vocabulary will I need ?	- expressing your opinion - description (méthodologie) - vision of food
What grammatical structure will I need ?	- présent – ing - comparaison
What documents will be used ?	<p><b>1- An American symbol</b>                      1a- The Multisensory perfectly balanced burger                      1b – What they think about burgers?                      1c- menu wisconsin cheese                      1d- Cheese and Burger.com</p> <p><b>2- An American tradition</b>                      2a- The Fourth of July barbecue : a Southern tradition, Robert Moss, <i>www.southernliving.com, June 2015</i>                      2b- Barbecue at the Wilkes, Margaret Mitchel, <i>Gone With the Wind, 1936</i>                      2c- the beginning of Burgers (vidéo)</p> <p><b>3- greener better burgers?</b>                      3a- Newsweek front cover, <i>October 2010</i>                      3b- Mc Plant from Mc Donalds                      3c- How do beef and dairy cows contribute to climate change?</p> <p><b>4- the future of burgers</b>                      4a- grown meat, an explanation                      3b- a new way of cooking burgers : Sushi chef challenges American tradition (vidéo)                      3c- Google's Emoji Debate on Where Does Cheese Go on a Burger Just Got More Cheesy! (vidéo)</p>
What will I learn about ?	How burger is not just about food How burgers impact all of the American life style
Final Task EOC	introduce us to your new Burger Food truck idea. Best project will make it to a vote

*Instruction for your Final Task*

1- You may be two working together

2- you will need to be convincing

3- you will introduce us to a whole concept : menu, logo, how are your burgers going to be served?

## 4- link your concept to the questions raised during the study of the Unit

Basé sur la séquence 16 de Shine Bright 2nde

HOW BURGER MAKES HISTORY?								
<i>Sauver la planète, penser les futurs possibles: Burger are an American tradition, linked to its past, and bound to its future.</i>								
	Qualité du contenu	Pt score	Expression orale en continu	Pt score	Correction de la langue orale	Pt score	Richesse de la langue	Pt score
C2	j'ai rendu de <b> fines nuances</b> de sens en rapport avec le sujet	30	j'ai rendu de <b> fines nuances</b> de sens en rapport avec le sujet	30	J'ai <b>utilisé</b> avec une bonne maîtrise <b> tout l'éventail des traits phonologiques de la langue cible</b> , de façon à être toujours intelligible	30	J'ai employé de manière pertinente un <b> vaste répertoire lexical</b> incluant des expressions idiomatiques, des <b> nuances de formulation</b> et des structures variées	30
C1+		25		25		25		25
C1	J'ai traité le sujet et produit un oral <b> fluide et convaincant, étayé</b> par des éléments (inter)culturels pertinents, et pas simplement des éléments du cours.	20	j'ai développé <b> une argumentation complexe</b> , fondée sur des aspects (inter)culturels, <b> de manière synthétique et fluide</b> tout en m'assurant de sa bonne réception..	20	J'ai <b>utilisé</b> avec une assez bonne maîtrise <b> tout l'éventail des traits phonologiques de la langue cible</b> , de façon à être toujours intelligible. Les rares erreurs de langue ne donnent pas lieu à des malentendus.	20	J'ai employé de manière pertinente un <b> vaste répertoire lexical</b> incluant des expressions idiomatiques, des <b> nuances de formulation</b> et des structures variées.	20
C1-		15		15		15		15
B2+		12		12		12		12
B2	J'ai traité le sujet de façon <b> claire, détaillée et globalement efficace</b> , J'ai exploité plusieurs aspects du cours.	10	<b> J'ai développé un point de vue pertinent et étayé, y compris par des reformulations qui ne rompent pas le fil du discours.</b>	10	<b> Mon accent subit</b> l'influence d'autres langues mais <b> n'entrave pas l'intelligibilité.</b> Mes erreurs de langue ne donnent pas lieu à malentendu.	10	J'ai produit un discours et des énoncés assez fluides, l'étendue de min lexicque <b> est suffisante pour permettre précision et variété des formulations.</b>	10
B2-	J'ai exposé un concept novateur, qui reprenait plusieurs facettes du cours.	8	J'ai parlé pendant plus de 2 minutes 30, en utilisant mes notes en soutien et non en support	8		8		8
B1+	J'ai proposé des solutions innovantes, réalisables, basées sur le développement d'un Food Truck. J'ai su convaincre mes camarades (et mon professeur)	6		6		6		6
B1	<b> Mon discours était structuré, j'ai utilisé des éléments du cours.</b>	5	j'ai <b> exposé un point de vue de manière simple</b> , j'ai beaucoup utilisé mes notes mais sans les lire de façon continue. J'ai parlé pendant environ deux minutes	5	Je m' <b>exprime de manière intelligible</b> malgré l'influence d'autres langues. J'ai une bonne <b> maîtrise des structures simples.</b>	5	J'ai produit un discours et des énoncés dont l' <b>étendue lexicale relative nécessite l'usage de périphrases et répétitions.</b>	5
B1-/A2+	J'ai travaillé à convaincre mes camarades (et mon professeur) en m'adressant à eux et en proposant un exposé clair et logique de mon concept. J'ai essayé de m'appuyer sur plusieurs facettes du cours.	4		4		4		4
A2	<b> Mon discours était bref et les éléments en sont juxtaposés.. J'ai peu utilisé les éléments du cours.</b>	3	j'ai <b> exprimé un avis en termes simples.</b> J'ai parlé pendant moins de deux minutes. J'ai lu mes notes	3	Je m' <b>exprime de manière suffisamment claire</b> pour être compris, <b> mais la compréhension requiert un effort de mes interlocuteurs.</b>	3	J'ai produit un discours et des énoncés dont les mots sont adaptés à l'intention de communication, en dépit d'un <b> répertoire lexical limité.</b>	3
	<b> j'ai exprimé un avis en termes</b>		Mes énoncés sont		J'ai <b> utilisé un répertoire</b>		J'ai produit des énoncés	

A1	très simples.	1	ponctués de pauses, d'hésitations <b>et de faux démarrages.</b>	1	très limité d'expressions et de mots mémorisés de façon compréhensible.	1	intelligibles malgré un <b>lexique très limité.</b>	1
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Points score	0	: 1-5 pt				6-8 pt			: 9-12 pt			13-15 pt			16 – 17 pt			18-19pt			20 et +	B1
NOTE s/ 20	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	

### 1- An American symbol

- 1a- The Multisensory perfectly balanced burger
- 1b – What they think about burgers?
- 1c- menu wisconsin cheese
- 1d- Cheese and Burger.com

=> attribution des doc au hasard, travail en pairwork dans un 1er temps: repérage de son doc, signification, description

puis group work à 4: chaque groupe comporte un doc. Conclusion sur An American symbol

explication → similitude (recette, désir de créer le best burger possible, ancrage dans l'histoire américaine ) + ancrage dans la culture: a burger is made of ... brings....

### 2- An American tradition

2a - The Fourth of July barbecue : a Southern tradition, Robert Moss, *www.southernliving.com, June 2015*  
mise en place stratégie de compréhension:  
mindmap/ réaction autour de mot clé

2b- Barbecue at the Wilkes, Margaret Mitchel, *Gone With the Wind, 1936*

repérage sous forme de code couleur: personne, barbecue, food, wealth : conclusion en communication  
rédaction d'une histoire: the best barbecue ever en pair work puis copie échangée : but suddenly et fin de l'histoire

lecture vote de la meilleure

ou ( -( début d'année)

recherche de 3 champs lexicaux – 5 mots

on échange les feuilles puis rédaction histoire

Today I went to a barbecue

1- j'ai écrit une histoire 1 pt

2- en 150 mots 1 pt

3- le sujet principal était le barbecue: 1pt

4- j'ai utilisé les mots donnés de façon judicieuse (au moins 3 mots par champs lexicaux que j'ai souligné) 3 pt

5- mon histoire avait un déroulé 1 pt

6- qui faisait sens 1 pt

7- avec une vraie fin 1 pt

8 - et des rebondissements 1 pt

9- intéressants: 2 pt

10 - et développés 2 pt

10 - richesse lexicale: 5 pt

11- richesse grammaticale: 5 pt

2c- début du burger : <https://www.youtube.com/watch?v=rAHvdlvjWbI>

CO - prise de note sous forme de brouillon, échange avec la personne de son choix  
rédaction avec une tonalité: despicable – praising – encouraging - nostalgic

### 3- greener better burgers?

3a Travail sur images Newsweek + 3b mac plant

description image + issue raised?

Écrire les questions au tableau + débattre + / - => 3 personnes à chaque fois: une qui écrit la question et expliquer les raisons de sa question, une personne qui trouve une réponse positive à donner, une personne qui argumente contre.

Écrire les questions et les réponses au tableau

3c- How do beef and dairy cows contribute to climate change?

Lecture du texte, appropriation puis on met le texte de côté et échange sur ce qu'on a compris = arguments + / -  
recap sous forme de question

travail oral: a journalist - argument + / argument négatif : passage au tableau

### 4- the future of burgers

4a- grown meat

=> explication du dessin et explication du texte (donner séparément et faire faire travailler l'un ou l'autre, le but étant que les 2 protagonistes réalisent qu'ils parlent de la même chose.

Recap sans les document en commun

// avec les veggie burgers: argument pour ou contre

4b- a new way of cooking Sushi chef challenges American tradition:

[youtube.com/watch?v=P09pTe54uKM](https://www.youtube.com/watch?v=P09pTe54uKM)

=> where ? Who? Why? // avec les American Burgers

rédaction d'un article :

200 mots ; 1 pt

format article de journal (gros titre, rédaction) : 2 pt

pt de vue clairement exprimé sur cette façon de faire: 1 pt

pt de vue développé: 3 pt

reprise des éléments de la vidéo ; 2 pt

intéressant à lire : 1 pt

richesse linguistique 5 pt

richesse grammaticale 5 pt

4c- Google's Emoji Debate on Where Does Cheese Go on a Burger Just Got More Cheesy!

<https://www.youtube.com/watch?v=WPECS9AgCIA>

CO

#### CO – EMOJI WAR

	Identification du contexte ou de la situation d'énonciation	Pt Score	Identification des réseaux de sens	Pts Score	Identification des stratégies de communication	Pts Score
C 2	j'ai compris sans difficulté à de rares exception près les éléments relatifs au contexte et à la situation d'énonciation lien de concurrence explicité entre Google et Apple et Burger King et Shake Shack	30	j'ai compris sans difficulté, à de rares exceptions près, les réseaux de sens  universalité du langage visuel dans la création du burger et dans l'emoji	30	j'ai compris sans difficulté, à de rares exceptions près, les stratégies de communication  publicité faite lors de la prise de position	30
C 1	j'ai identifié les détails fins ou l'implicite tout en les replaçant dans le contexte. Explication claire des GAFA raison de leur implication	20	j'ai identifié et analysé la logique interne d'un document ou dossier en distinguant le cas échéant ce qui est de l'ordre de la digression. Langage universel –	20	j'ai identifié l'articulation de documents. j'ai identifié la tonalité d'un propos : ironie, humour, stratégies interpersonnelles, etc. urgence de changer le logo	20

	utilisation des émojis		besoin de s'imposer différences toujours existentes entre les deux burgers		pour clore le débat, nécessité pour Google besoin de se positionner	
<b>B 2</b>	<b>j'ai identifié la richesse du contexte, de la situation d'énonciation</b> : guerre / pression des réseaux sociaux publicité Google / Apple / Shake Shack / Burger King bien identifié et différencier	<b>10</b>	<b>j'ai identifié la cohérence globale</b> du document ou dossier : ironie – besoin de se démarquer – visuel qui correspond à l'imaginaire collectif	<b>10</b>	<b>j'ai repéré une intention en distinguant l'expression d'un point de vue de l'exposé de faits.</b>  Raison d'identité autour du burger / raison pour laquelle sujet est abordé  prise de position laissé à l'appréciation des internautes = mesure côte de popularité	<b>10</b>
<b>B 1</b>	<b>j'ai relevé des informations détaillées sur le contexte</b> tweet – ironie – identification et explication autours de certains des acteurs industriels mentionnés	<b>5</b>	<b>j'ai relevé l'essentiel des éléments porteurs de sens</b> :  débat – nécessité de se faire de la publicité – évolution	<b>5</b>	<b>j'ai identifié l'expression de points de vue, souhaits et/ou perspectives. j'ai identifié la nature de l'articulation entre les documents</b>  jeu sur les mots (war / debate) // légèreté du sujet ironie de la nécessité de savoir où est le fromage	<b>5</b>
<b>A 2</b>	<b>j'ai relevé des informations explicites sur le contexte</b>	<b>3</b>	<b>j'ai compris globalement un document ou dossier</b> :	<b>3</b>	<b>j'ai identifié la nature du / des documents et</b>	<b>3</b>
<b>A 1</b>	<b>j'ai relevé des informations isolées simples et les articuler en partie les unes aux autres.</b>	<b>1</b>	<b>j'ai construit une amorce de compréhension</b> en relevant des mots ou expressions.	<b>1</b>	<b>j'ai relevé quelques données ou caractéristiques évidentes</b> d'un document (dates, titres, paragraphes, etc.)	<b>1</b>

Points score	0	1-5 pt			4- 6 pt			7-9 pt			10 – 12 pt			12 – 13 pt			14 pt			15 et +	B1
NOTE s/ 20	0	1	2	3	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	

Idée CO:<https://www.veed.io/view/22c1d6ae-a1e4-493b-b3c6-c62c54f18ab9?panel=share>

**CO – HAMBURGER EMOJI CAUSES UPROAR**

	Identification du contexte ou de la situation d'énonciation	Pt Score	Identification des réseaux de sens	Pts Score	Identification des stratégies de communication	Pts Score
<b>C2</b>	<b>j'ai compris sans difficulté à de rares exception près</b> les éléments relatifs au contexte et à la situation d'énonciation	<b>30</b>	<b>j'ai compris sans difficulté, à de rares exceptions près,</b> les réseaux de sens  universalité du langage visuel dans la création du burger et dans l'emoji	<b>30</b>	<b>j'ai compris sans difficulté, à de rares exceptions près,</b> les stratégies de communication  description des autres éléments des emoji + marque  identité propre	<b>30</b>
<b>C1 +</b>		<b>25</b>		<b>25</b>		
<b>C1</b>	<b>j'ai identifié les détails fins ou l'implicite</b> tout en les replaçant dans le contexte.	<b>20</b>	<b>j'ai identifié et analysé la logique interne</b> d'un document ou dossier en distinguant le cas échéant ce qui est de l'ordre de la	<b>20</b>	<b>j'ai identifié l'articulation de documents. j'ai identifié la tonalité d'un propos</b> : importance des emoji dans	<b>20</b>

<b>B2+</b>		<b>15</b>	digression. Langage universel – besoin de s'imposer différences toujours existantes	<b>15</b>	le langage universel intérêt des gens	<b>15</b>
<b>B2</b>	<b>j'ai identifié la richesse du contexte, de la situation d'énonciation :</b> guerre / pression des réseaux sociaux	<b>10</b>	<b>j'ai identifié la cohérence globale</b> du document ou dossier :	<b>10</b>	<b>j'ai repéré une intention en distinguant l'expression d'un point de vue de l'exposé de faits.</b>	<b>10</b>
<b>B2-</b>	publicité place visible – attente commune	<b>8</b>	ironie — visuel qui correspond à l'imaginaire collectif	<b>8</b>	Aspect immuable du burger	<b>8</b>
<b>B1+</b>	unité derrière cette représentation	<b>6</b>	exagération : mal aux yeux, la communauté internaute entière	<b>6</b>	langage ordinateur / emoji	<b>6</b>
<b>B1</b>	<b>j'ai relevé des informations détaillées sur le contexte</b> explication autour des emoji – placement du fromage	<b>5</b>	<b>j'ai relevé l'essentiel des éléments porteurs de sens :</b>	<b>5</b>	<b>j'ai identifié l'expression de points de vue, souhaits et/ou perspectives.</b>	<b>5</b>
<b>B1- / A2+</b>	différences entre les différentes représentation identification de certains GAFAs (google, apple, samsung, Facebook)	<b>4'</b>	sujet pressant - réponse immédiate de google / PDG représenté sous un beau jour (costume, souriant)	<b>4'</b>	<b>j'ai identifié la nature de l'articulation entre les documents</b> repartage type blog - présenté sur le ton de l'humour exagération dans la tonalité	<b>4'</b>
<b>A2</b>	<b>j'ai relevé des informations explicites sur le contexte</b>	<b>3</b>	<b>j'ai compris globalement un document ou dossier :</b>	<b>3</b>	<b>j'ai identifié la nature du / des documents et</b>	<b>3</b>
<b>A2-</b>		<b>2</b>		<b>2</b>		<b>2</b>
<b>A1</b>	<b>j'ai relevé des informations isolées simples et les articuler en partie les unes aux autres.</b>	<b>1</b>	<b>j'ai construit une amorce de compréhension</b> en relevant des mots ou expressions.	<b>1</b>	<b>j'ai relevé quelques données ou caractéristiques évidentes</b> d'un document (dates, titres, paragraphes, etc.)	<b>1</b>

Points score	0	1-5 pt			4- 6 pt			7-9 pt			10 – 12 pt			12 – 13 pt			14 pt			15 et +	B1
NOTE s/ 20	0	1	2	3	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	

IDEE DOCUMENT DST : The New Generation of veggie Burger ,

The veggie burger market is starting to look a lot like ... meat. There's a bumper crop of options in the new generation of meat substitutes, ranging from intriguing pairings of grains and beans, which make no attempt to resemble meat, to meat "analogues" — realistic approximations of beef and chicken made from plant proteins and other ingredients. How realistic? In some stores, they are sold alongside actual meat. They aren't your grandmother's Gardenburger or Boca Burger.

I've tried faux chicken patties and sausages that were stunningly close to the real thing, but a hamburger? In the interest of research, my husband and I shared a VG Beyond Burger at Veggie Grill, then walked to a brewpub to share a beef burger. To my surprise, the flavor really was similar — although my husband thought the Beyond Burger had a better texture. Both were tasty, but neither was as flavorful as the grass-fed beef we buy from a small local ranch.

Melissa Abbott, a vice president at The Hartman Group, a Bellevue-based consumer insights and market research firm, has been watching the ebb and flow of the meat-substitute market over the last few decades. She said health concerns, primarily heart disease and fear of saturated fat, used to be the driver of faux-meat sales. "Now we're in an era where meat analogues are looking a lot different, and they are on the verge of taking over in a way they never had," she said. "It might not be quite the same texture as meat, but it comes closer than it ever has before, and they're in places where you wouldn't expect to see them in years past." Are Americans ready to give up their meat? Abbott said no — but more and more people want their meat to

be sustainable. They're also more likely to eat like flexitarians, even if they don't call themselves that. "They're eating less meat, and it's easier than it ever has been before," she said.

Carrie Bennett, www.seattletimes.com, 2018

### 1- An American symbol

1a- image how to make a burger



## WHAT THEY THINK ABOUT EATING BURGERS

**MARCUS SAMUELSSON,**  
WORLD-CLASS CHEF

“When I’m in need of a quick meal, a burger is always my first choice! Burgers are easy, fast, and don’t even require utensils to eat, making them the perfect get-together main course, a simple dinner recipe to whip up<sup>1</sup> any night of the week.”

.....

**GIGI HADID,**  
MODEL

“The first year I lived in New York, I tried a different burger every week to find out my favorite burger in New York.”

.....

**CHARLES KURALT,**  
JOURNALIST

“You can find your way across this country using burger restaurants the way a navigator uses stars.”

.....

1c- menu wisconsining cheese

**CHEESE & BURGER SOCIETY**

THE BURGERS THE CHEESE THE SOCIETY SWEEPSTAKES

CHEESE & BURGER 3 MAKE THE BURGER MEET THE CHEESE

No. 3

**THE UNCLE SAM**  
FEATURING WISCONSIN CHEDDAR

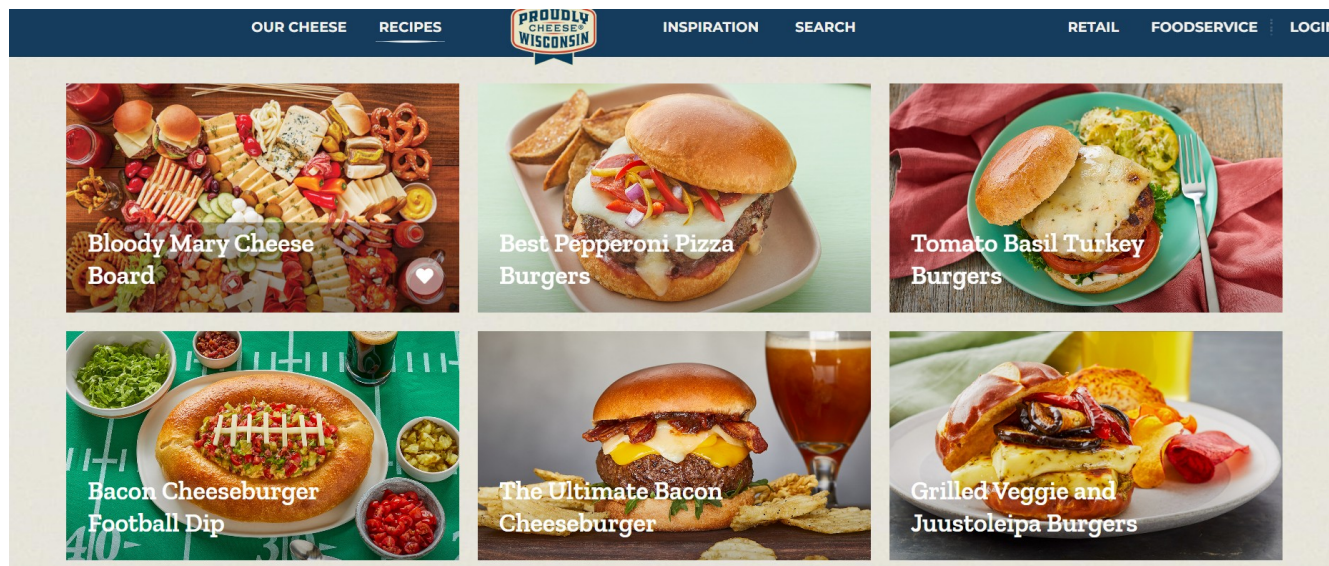
WISCONSIN CHEESE

SHARE BURGER

This all-American cheeseburger will have you singing “The Star-Spangled Banner” after just one bite. Yes, it’s finally time for hot dogs and apple pie to quietly step aside as America’s signature foods. Because The Uncle Sam is ready to serve this country from sea to shining sea.

[www.cheeseandburger.com](http://www.cheeseandburger.com)

1d- Cheese and Burger.com



**2 DOCUMENT : An American tradition**

**2a - The Fourth of July barbecue : a Southern tradition**

The Fourth of July barbecue : a Southern tradition

Across the South, barbecue will play a starring role in the upcoming July 4th weekend, and newspapers and magazines are chock full of recipes, tips, and tricks to help you prepare. (Here at Southern Living, we even have a few ideas about what to wear.) Celebrating the 4th with barbecue is actually a very old Southern tradition, one that dates back to the beginning of the country.

Just after the Revolution, Americans marked Independence Day with public dinners, and in the South those dinners quickly grew into large outdoor barbecues. In 1808, for instance, the citizens of Oconee County, South Carolina, gathered in "an agreeable and natural arbor" where, as the local newspaper reported, they "partook of an elegant barbecue". . . to celebrate the anniversary of our national existence.

As settlers moved westward, those from the Southern states took their barbecue tradition with them. Texans were celebrating Independence Day with barbecue by the late 1840s, and in 1858—just five years after the city's founding—the residents of Kansas City staged their first Fourth of July barbecue, which drew 3,000 attendees and featured a barbecued buffalo.

So if you're dining on barbecue this holiday weekend, you're continuing a long, proud Southern tradition.

Robert Moss, [www.southernliving.com](http://www.southernliving.com), June 2015

**2b – Barbecue at the Wilkes**

The barbecue pits, which had been slowly burning since last night, would now be long troughs of rose-red embers, with the meats turning on spits above them and the juices trickling down and hissing into the coals. Scarlett knew that the fragrance carried on the faint breeze came from the grove of great oaks in the rear of the big house. John Wilkes always held his barbecues there, on the gentle slope leading down to the rose garden, a pleasant shady place [...] John Wilkes, famed throughout the state for his hospitality, really knew how to give a barbecue.

The long trestled picnic tables, covered with the finest of the Wilkeses' linen, always stood under the thickest shade, with backless benches on either side; and chairs, hassocks and cushions from the house were scattered about the glade for those who did not fancy the benches. At a distance great enough to keep the smoke away from the guests were the long pits where the meats cooked and the huge iron wash-pots from which the succulent odors of barbecue sauce and Brunswick stew floated. Mr. Wilkes always had at least a dozen darkies busy running back and forth with trays to serve the guests. Over behind the barns there was always another barbecue pit, where the house servants and the coachmen and maids of the guests had their own feast of hoecakes and yams and chitterlings, that dish of hog entrails so dear to negro hearts, and, in season, watermelons enough to satiate.

As the smell of crisp fresh pork came to her, Scarlett wrinkled her nose appreciatively.

Margaret Mitchel, *Gone With the Wind*, 1936

3a-

PAINING LEE KUAN YEW

HAMAS TALKS PEACE

OCTOBER 25, 2010

# Newsweek®

Want to Save the Planet?  
**MAKE A GREENER BURGER\***



\*And 9  
Other  
Radical  
Solutions



## McPlant™

510 Cal.

Introducing the [McPlant](#), a juicy burger made with a plant-based patty, co-developed with Beyond Meat. It's sizzled on a flat iron grill, then topped with slivered onions, tangy pickles, crisp shredded lettuce, Roma tomato slices, ketchup, mustard, mayo and a slice of melty American cheese on a toasted sesame seed bun. There are 510 calories in the McPlant. While it's only available in a very limited number of restaurants\* right now, we'll be sure to let you know if the McPlant becomes more available.

\*Available for a limited time at [select restaurants](#).

Beyond Meat® and the Beyond Meat logo are registered trademarks of Beyond Meat, Inc.

3b – Mc Plant

### 3c- How do beef and dairy cows contribute to climate change? Livestock agriculture is a source of methane, a powerful greenhouse gas.

Over the last couple of centuries, Earth has become warmer. That's because of [greenhouse gases](#) released into the atmosphere. One of the most commonly known greenhouse gases is **carbon dioxide (CO<sub>2</sub>)**. Carbon dioxide is a colourless, odourless gas. It is released when [fossil fuels](#) are burned. Burning fossil fuels releases carbon dioxide into the atmosphere. And after carbon dioxide, the next most abundant greenhouse gas is [methane](#). Although carbon dioxide is much more abundant in the atmosphere than methane, methane traps roughly [30 times more heat than carbon dioxide](#). This makes methane an important gas to keep an eye on.

Global anthropogenic greenhouse gas emissions by gas, 2015, given in CO<sub>2</sub> equivalents (Source: [Inventory of U.S. Greenhouse Gas Emissions and Sinks 1990-2015](#) (EPA, 2017).

#### What are the sources of methane emissions?

Methane comes from both natural sources (30%) and [anthropogenic](#) (human-related) : whether agriculture (40 %) or other sources (30 %- data source: [National Geographic](#))

#### How do livestock produce methane?

The [beef and dairy cattle industry](#) is one of the main contributors to global greenhouse gases. Methane makes up about half of the total greenhouse gases this sector emits. Cows generate methane in two main ways: through their digestion and through their waste.

Cows are part of a group of animals called **ruminants**. Ruminants have stomachs with four distinct chambers. Sheep, goats, and giraffes are also ruminants. The first chamber is called the **rumen**. The rumen is home to a complex ecosystem of **microorganisms which** include [bacteria, fungi, and protozoa](#). An important process called **enteric fermentation** takes place in the rumen. That's when bacteria break down complex carbohydrates into simple sugars. The end products of enteric fermentation by bacteria include **volatile fatty acids (VFAs)** as well as gases, such as carbon dioxide and methane. VFAs are absorbed through the walls of the rumen and transported to the liver where the animals use them for energy

#### Can we make cows produce less methane?

What cows eat has a big effect on how much methane they produce. Digesting certain types of food produces more methane than digesting other foods. For example, digesting hay and grass produces more methane than corn. Scientists are studying alternatives to cow feed that may produce less methane. For example, scientists are trying adding seaweed to the cows' food. They hope that seaweed can inhibit a specific **enzyme**. That enzyme is involved in the production of methane while the cow digests its food. [A 2018 experiment](#) showed that adding seaweed to a cow's diet may reduce their methane production by as much as half! But researchers have found one problem with this solution: cows don't seem to like the salty taste of seaweed very much!

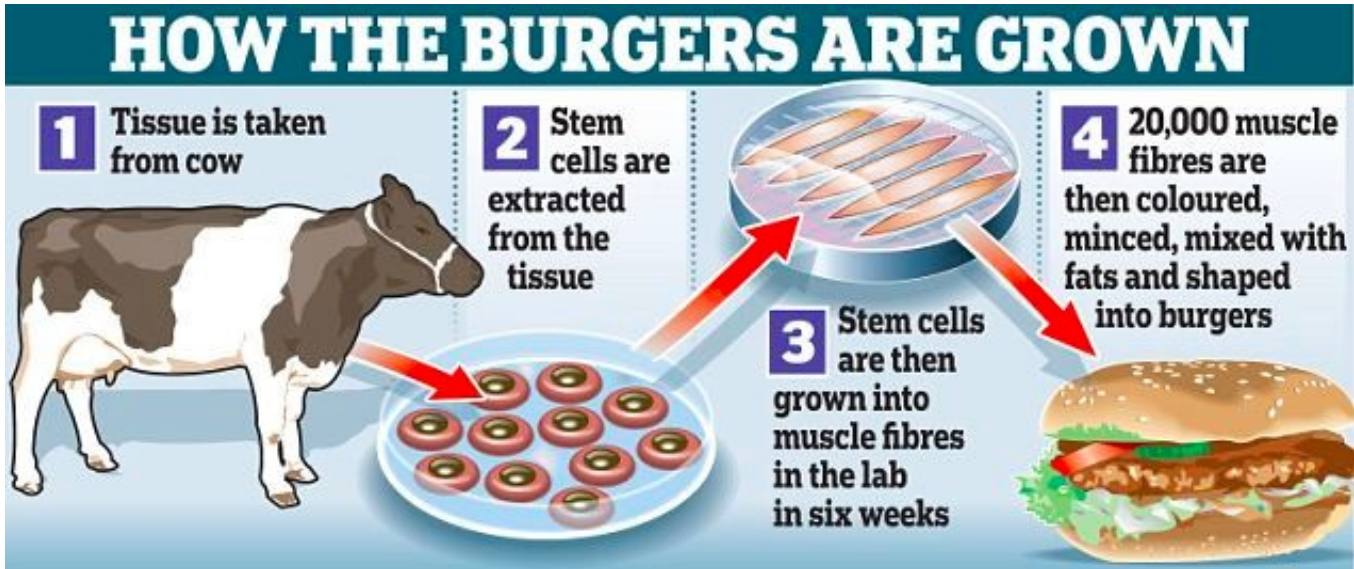
Other scientists are taking a genetic approach. A [study published in 2019](#) found that the type and amount of methane-producing bacteria found in a cow's stomach is related to its genetic makeup. Knowing this,

scientists can breed cows that have less of these bacteria in their stomachs. This will eventually create a type of genetically-modified cow that produces less methane! We share our planet with 1.4 billion cows. Each of these animals produces 250 to 500 litres of methane every day

### What can you do to help fight climate change?

Many people like you and me are always looking for ways to keep greenhouse gas emissions down. For example, many of us choose to walk or bike instead of driving. But as you have just learned, methane gas emissions from livestock are a huge problem. So driving less may not be the most important thing we can do to help mitigate climate change. Many experts now believe that eating less meat would actually have a bigger impact.

4a- how the burgers are grown



stem cells = *cellule souche*

Stem cells are special cells that have the ability to develop into many different cell types, from muscle cells to brain cells. Stem cells are divided into two main forms: embryonic stem cells and adult stem cells. The embryonic stem cells are *pluripotent*, meaning that they can turn into more than one type of cell.

There are two types of adult stem cells. One type comes from fully developed tissues, like the brain, skin, and bone marrow. There are only small numbers of stem cells in these tissues, and they are more likely to generate only certain types of cells. For example, a stem cell derived from the liver will only generate more liver cells. The second type is induced pluripotent stem cells.

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IDEE DOCUMENT DST : The New Generation of veggie Burger ,

The veggie burger market is starting to look a lot like ... meat. There's a bumper crop of options in the new generation of meat substitutes, ranging from intriguing pairings of grains and beans, which make no attempt to resemble meat, to meat "analogues" — realistic approximations of beef and chicken made from plant

proteins and other ingredients. How realistic? In some stores, they are sold alongside actual meat. They aren't your grandmother's Gardenburger or Boca Burger.

I've tried faux chicken patties and sausages that were stunningly close to the real thing, but a hamburger? In the interest of research, my husband and I shared a VG Beyond Burger at Veggie Grill, then walked to a brewpub to share a beef burger. To my surprise, the flavor really was similar — although my husband thought the Beyond Burger had a better texture. Both were tasty, but neither was as flavorful as the grass-fed beef we buy from a small local ranch.

Melissa Abbott, a vice president at The Hartman Group, a Bellevue-based consumer insights and market research firm, has been watching the ebb and flow of the meat-substitute market over the last few decades. She said health concerns, primarily heart disease and fear of saturated fat, used to be the driver of faux-meat sales. "Now we're in an era where meat analogues are looking a lot different, and they are on the verge of taking over in a way they never had," she said. "It might not be quite the same texture as meat, but it comes closer than it ever has before, and they're in places where you wouldn't expect to see them in years past." Are Americans ready to give up their meat? Abbott said no — but more and more people want their meat to be sustainable. They're also more likely to eat like flexitarians, even if they don't call themselves that. "They're eating less meat, and it's easier than it ever has been before," she said.

Carrie Bennett, [www.seattletimes.com](http://www.seattletimes.com), 2018

NAME: \_\_\_\_\_

### DST – HOW BURGERS MAKE HISTORY

Identification du contexte /de la situation d'énonciation	Identification des réseaux de sens	Identification des stratégies de communication

**Basing yourself on the 3 different documents, show how the burgers restaurants are changing and adapting to the new challenges. Explain what triggers such changes and explain what will be the future challenges**

#### **Document 1 : Ban on single-use restaurant tableware hailed as fast-food 'revolution' in France**

McDonald's and other chains race to replace throwaway wrappers with reusable **cutlery** and plates before dining deadline

Fast-food chains in **France** are preparing for one of the biggest changes to their restaurants in decades as the government bans **disposable** plates, cups and tableware for anyone eating or drinking on-site.

Chains such as McDonald's, Burger King, Starbucks and Subway are facing what environmentalists have called a "revolution" on 1 January as pioneering new measures come into force in France to combat waste.

Much of the **fast-food** industry uses an economic model built on throwaway boxes, cups and packaging which customers tip from their tray into a bin straight after eating.

Under the new rules, any restaurant with more than 20 seats – including work canteens, bakery chains, fast-food and sushi outlets – will have to provide reusable, washable cups, plates, dishes and cutlery for customers eating in.

The roughly 30,000 fast-food outlets in **France** serve 6bn meals a year, generating an estimated 180,000 tonnes of waste. Environmental groups said 55% of that was generated by

people eating in. The new law means eat-in burgers and sandwiches can no longer be served in a box but they can continue to be wrapped in paper. All other food – including chips, nuggets, pizzas, ice-creams or cakes – must be served on reusable tableware, and drinks in reusable cups, washed at 60C as in traditional restaurants.

Several McDonald's stores have recently put in place reusable plastic containers for fries, shaped to look exactly like the company's traditional red disposable packaging. Burger King has **triallyed** reusable bowls and cups with the company's logo.

Angelique Chrisafis, *The Guardian* Wednesday 28<sup>th</sup> December 2022

cutlery : knives and forks

disposable: that you can throw, for one use only

triallyed: decided to use

**DOCUMENT 2 :**

## McDonald's to make the Happy Meal healthier

Your McDonald's Happy Meal is about to look a little different. The fast-food giant announced a series of changes to its Happy Meal menu 5 Thursday, as part of a broader plan to provide healthier options for children. Cheeseburgers will no longer be a menu option, and French fry servings will be downsized. Bottled water will be 10 added as a beverage<sup>1</sup> option, while the chocolate milk will be reformulated to reduce added sugars.

The move comes as the first step in a commitment to limiting calories,

15 sodium, saturated fat, and added sugar in its Happy Meals. By the end of 2022, McDonald's wants at least half of its Happy Meal options to meet the new nutrition criteria: 20 600 calories or less; no more than 10% of calories from saturated fat; less than 650 mg of sodium; and no more than 10% of calories from added sugar.

Cheeseburger enthusiasts need 25 not fear, however: the Happy Meal cheeseburger will in fact still be available, but by request only. The chain hopes that removing unhealthy items from the menu will nudge<sup>2</sup> diners to 30 change their consumption habits.

Adapted from Nathasha BACH, [www.fortune.com](http://www.fortune.com), 2018

1. drink 2. encourage

### DOCUMENT 3 :



Mac Donald's to ban all plastic toys from the happy Meal menu, dec 2021

CORRECTION DST – How Burger makes History (mac do happy meal)

	Identification du contexte ou de la situation d'énonciation	Pt Score	Identification des réseaux de sens	Pts Score	Identification des stratégies de communication	Pts Score
C2	j'ai compris sans difficulté à de rares exception près les éléments relatifs au contexte et à la situation d'énonciation	30	j'ai compris sans difficulté, à de rares exceptions près, les réseaux de sens	30	j'ai compris sans difficulté, à de rares exceptions près, les stratégies de communication	30
		25		25		
C1	j'ai identifié les détails fins ou l'implicite tout en les replaçant dans le contexte. devant pris sur les obligations légales / les besoins des gens marketing autour de la marque : comment être reconnaissable mais en donnant une image autre	20	j'ai identifié et analysé la logique interne d'un document ou dossier en distinguant le cas échéant ce qui est de l'ordre de la digression. initiative française vs initiative de la chaîne désir de changer d'image vs obligation légale importance de l'image que l'on conserve (logo, forme)	20	j'ai identifié l'articulation de documents. j'ai identifié la tonalité d'un propos : main mise sur les éléments de la marque, besoin de garder une image positive et reconnaissable révolution à tout niveau mais progressive	20
		15		15		
B2	j'ai identifié la richesse du contexte, de la situation d'énonciation : besoin de reconnaissance en même temps que de changement recherche de sens	10	j'ai identifié la cohérence globale du document ou dossier : évolution complète qui va dans le bon sens désir de faire attention à la planète / au gens image redorée	10	j'ai repéré une intention en distinguant l'expression d'un point de vue de l'exposé de faits. reconnaissance des besoins mis en valeur dans chacun des articles désir de donner une image positive contrainte vs désir de la marque	10
		8		8		
		6		6		
B1	j'ai relevé des informations détaillées sur le contexte menu emblématique de la marque logo	5	j'ai relevé l'essentiel des éléments porteurs de sens : vaisselle jetable vs vaisselle jouets en carton vs plastique menu plus sain évolution	5	j'ai identifié l'expression de points de vue, souhaits et/ou perspectives. j'ai identifié la nature de l'articulation entre les documents obligation légale question de santé écologie	5
		4'		4'		
A2	j'ai relevé des informations explicites sur le contexte fast food Mac Donald happy meal	3	j'ai compris globalement un document ou dossier :burger menu jetable	3	j'ai identifié la nature du / des documents Articles de journaux document iconographique	3
		2		2		
A1	j'ai relevé des informations isolées simples et les articuler en partie les unes aux autres.	1	j'ai construit une amorce de compréhension en relevant des mots ou expressions.	1	j'ai relevé quelques données ou caractéristiques évidentes d'un document (dates, titres, paragraphes, etc.)	1

Points score	0	1-5 pt				4- 6 pt			7-9 pt			10 – 12 pt			12 – 13 pt			14 pt			15 et +	B1
NOTE s/ 20	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	

NAME: \_\_\_\_\_

**DST – HOW BURGER MAKES HISTORY**

Identification du contexte /de la situation d'énonciation	Identification des réseaux de sens	Identification des stratégies de communication

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Carrie Bennett, [www.seattletimes.com](http://www.seattletimes.com), 2018

**DOCUMENT 2: BEYOND BURGER – New look 2022 – Sold at Walmart Canada**



**DOCUMENT 3: Impossible and Beyond: How healthy are these meatless burgers?**

Plant-based burgers are not a novel concept. But new products designed to taste like meat are now being marketed to vegetarians and meat-eaters alike to offer up their products as nutritious alternatives to animal protein. But how do they stack up? It turns out the answer may depend on whether your priorities lie with your personal health or the health of the planet.

**The good news: Meatless burgers are a good source of protein, vitamins, and minerals**

The protein content of these newer plant-based burgers has been created to compete with beef and poultry gram for gram. They have comparable amounts, whether deriving protein from soy and peas. Meatless burgers also add vitamins and minerals found in animal proteins in amounts equal to both red meat and poultry. This is a plus for vegetarians, because these nutrients are typically harder to come by when relying solely on foods from the plant kingdom.

**The bad news: Meatless burgers are heavily processed and high in saturated fat**

The same can't necessarily be said of the beef substitutes which have been created to mimic what many people love about a burger — the red juicy center and meaty taste. Along with the ambition to replicate hamburgers comes a comparable amount of saturated fat. They are also a significant source of sodium, particularly for those on salt-restricted diets. Even though legumes are sourced for protein in the branded meatless options, their health benefits are somewhat blunted by the high degree of processing involved. Poultry-based burger alternatives, such as turkey burgers, also do not contain significant amounts of protective plant compounds. On the other hand, they offer less saturated fat.

If a lower risk of diseases like cancer and heart disease is your ultimate goal, aim for the kind of veggie burgers that showcase their beans, grains, and seeds front and center. Choose legume-based varieties studded with seeds and whole grains, like brown rice and quinoa.

**CORRECTION DST – rattrapage**

	<b>Identification du contexte ou de la situation d'énonciation</b>	<b>Pt score</b>	<b>Identification des réseaux de sens</b>	<b>Pt score</b>	<b>Identification des stratégies de communication</b>	<b>Pt score</b>
C1	<b>J'ai identifié les détails fins ou l'implicite tout en les remplaçant dans le contexte :</b> les pour et les contre des burgers végétariens en détail	30	<b>J'ai identifié et analysé la logique interne du document ou dossier en distinguant le cas échéant ce qui est de l'ordre de la digression :</b> critique des burgers végétariens : pour le consommateurs et pour les effets collatéraux	30	<b>J'ai identifié l'articulation entre les documents, la tonalité des propos :</b> 3 documents axés sur le bien-être (animal, de la planète, des consommateurs)	30
	B2 vers le C1	25	B2 vers le C1	25	B2 vers le C1	25
B2	<b>J'ai identifié la richesse du contexte ou de la situation d'énonciation (implicite) :</b> recherche de sens derrière le burger sans viande – nouvelle génération besoin d'aller dans le sens de la mode	20	<b>J'ai identifié la cohérence globale du document ou du dossier :</b> ensemble des besoins / attentes + les défauts - effet de mode qui va et qui vient - les substances rajoutées dans les burgers - limitations d'accès	20	<b>J'ai repéré l'intention en distinguant l'expression du point de vue de l'exposé de faits, et les éléments implicites de l'articulation entre les documents :</b> communs aux trois documents : la nécessité de rassurer (goût, visuel, sensation)	20
	B1 vers le B2	15	B1 vers le B2	15	B1 vers le B2	15
B1	<b>j'ai relevé des informations détaillées sur le contexte et établir des liens entre elles :</b> début de l'histoire des burger sans viande raison pour lesquelles elles sont commercialisées publicité faites	10	<b>j'ai relevé l'essentiel des éléments porteurs du sens :</b> identification des différents besoins / attentes des consommateurs : - calorie - bien-être de la planète - effet de mode - désir de faire une action	10	<b>J'ai identifié l'expression de points de vue, souhaits, perspective. J'ai identifié la nature de l'articulation entre les documents :</b> deux documents qui sont plutôt une bonne publicité, un document plus critique	10
	A2 vers le B1	7	A2 vers le B1	7	A2 vers le B1	7
A2	<b>j'ai relevé des informations explicites sur le texte.</b> Extrait de journaux	5	<b>j'ai compris globalement le document ou le dossier.</b> Besoin de répondre aux	5	<b>J'ai identifié la nature du / des documents et j'ai pu les mettre en lien</b>	5

	présentation d'un nouveau burger		attentes des consommateurs besoin de répondre aux besoins de la planète mise en place de ces besoins		<b>avec quelques éléments du contenu.</b> Contenu informatif	
	A1 vers le A2	4	A1 vers le A2	4	A1 vers le A2	4
A1	<b>j'ai relevé des informations isolées, simples et les articuler les unes aux autres.</b>	3	<b>J'ai construit une amorce de compréhension en relevant des mots ou des expressions.</b>	3	<b>J'ai relevé quelques données caractéristiques évidentes du / des documents.</b>	3
pré-A1	<b>j'ai relevé quelques données.</b>	1	<b>J'ai relevé des mots transparents et / ou familiers.</b>	1	<b>J'ai relevé quelques informations isolées, simples..</b>	1

Points score	0	1-5 pt	4- 6 pt	7-9 pt	10 – 12 pt	12 – 13 pt	14 pt	15 et +	B1
	0	1	2	3	4	5	6	7	8

DST - baguette

**NAME:** \_\_\_\_\_  
**HISTORY**

**DST HOW DO BURGER MAKE**

Identification du contexte /de la situation d'énonciation	Identification des réseaux de sens	Identification des stratégies de communication

**Taking into account the following documents, explain how they illustrate the evolution of Burgers.**

Discuss the different countries in which they are found. How did they conquer France? What place do they occupy? What is to be expected from burgers in the future?

**Document A: Here's why hamburgers are crazy popular no matter where in the world you live**

If you're eating a lot of burgers lately, you're not alone. A new study has found that hamburgers are becoming more and more popular worldwide. In France, usually known for more glamorous dishes, burgers are even now one of the most-served foods. About 75 percent of food establishments now have at least one hamburger on their menus. Of those, 80 percent reported that burgers are their best-selling item.

Amazingly, in France, hamburgers may become even more popular than the ever-classic-and-popular "jambon beurre. Statistics show that the French ate 1.19 billion burgers last year, increasing 11 percent from 2014. "Burger mania is unstoppable," said Bernard Boutboul, head of Gira Conseil, the food consultancy company that did the study.

The French are not the only ones in love with beef patties between a bun, it turns out. In Australia, people consume almost three times as many per capita as people in France. That's a lot of beef.

Even though per capita beef consumption in the U.S. has dropped by 20 percent during the past 15 years, people still want burgers more than ever. "The success of burgers in 2014 was a combination of factors," said Bonnie Riggs, NPD's restaurant industry analyst. "Quick service restaurant chains launched new burger items, casual dining restaurants added more burger items to the menu to offset higher beef costs, and Americans simply love their burgers."

Some think the popularity of hamburgers is also due to the way they can be reproduced. And, speaking of burger chains, outside America, where is McDonald’s is the most popular? France... Even outside of fast food, burgers are popular among the French. “The weight of McDonald’s, Quick and Burger King is derisory as it only represents a third of the 1.10 billion burgers sold in 2016,” Boutboul said.

D'après Natalia Lusinski, <https://hellogiggles.com>, March 20, 2016

**DOCUMENT B - The Burger is Now More Popular in France Than the Baguette**

Some French baguette sellers are describing it as ‘fake news’, but recent statistics show that the burger is outselling the traditional ham baguette. Zut alors! Is it true?

France has fallen in love with burgers No matter which French city you are in, it is now much easier to find a hamburger than ever before. What used to be a niche food, reserved for fast food American outlets, has undoubtedly become mainstream. While the French used to be a bit **snooty** about American food, they have made the burger their own. It is said that 85% of French restaurants now serve burgers à la carte.

Gira Conseil, the company which conducted research into French lunchtime eating habits, said that it interviewed over 1,000 bars and restaurants across France and discovered that the burger is currently outselling the ham and cheese baguette. Last year, France ate over 1.4 billion burgers, compared to 1.2 billion ham baguettes. The consultancy firm confirmed that the last three years have witnessed an explosion in the demand for burgers in France.

Are the French in denial? The Guardian recently reported that the response from the French service industry to the news that the burger is outselling the baguette has been disbelief and that the baguette’s demise is being overstated. So what’s the story? Well, burgers are definitely popular. Outside the US, France has been McDonald’s number one market for the past few years and unlike other countries, in France a McDonald’s meal is the same price as a cheaper restaurant meal, so people are choosing a Big Mac through preference. The French love their burgers. However, the French still bought 2.4 billion baguettes in total last year, so it’s clearly still a favourite.

D'après Alex Ledsom, 28 March 2018 <https://theculturetrip.com/>

**DOCUMENT C – Mc Baguette By Mc Donald, November 2020 (au tableau)**

<b>Identification du contexte ou de la situation d'énonciation</b>	<b>Identification des réseaux de sens</b>	<b>Identification des stratégies de communication</b>
<b>QUI ?</b> Sujet ? Enjeux ? Évènement ? Lieux ? Personnes ? Liens entre elles ?	<b>QUOI ?</b> Sujet principal ? Groupes lexicaux ? Plan général ? Liens entre les textes ?	<b>COMMENT ?</b> Nature des documents ? Lien chronologique ? Illustratif ? Opposition ? Lien avec l'unité ?



**CORRECTION DST – How Burger makes History (mc baguette)**

	Identification du contexte ou de la situation d'énonciation	Pt Score	Identification des réseaux de sens	Pts Score	Identification des stratégies de communication	Pts Score
<b>C2</b>	<b>j'ai compris sans difficulté à de rares exception près</b>	<b>30</b>	<b>j'ai compris sans difficulté, à de rares exceptions près, les réseaux de sens</b>	<b>30</b>	<b>j'ai compris sans difficulté, à de rares exceptions près, les stratégies de communication</b>	<b>30</b>
<b>C1 +</b>	les éléments relatifs au contexte et à la situation d'énonciation	25		25		25
<b>C1</b>	<b>j'ai identifié les détails fins ou l'implicite</b> tout en les replaçant dans le contexte.	<b>20</b>	<b>j'ai identifié et analysé la logique interne</b> d'un document ou dossier en distinguant le cas échéant ce qui est de l'ordre de la digression.	<b>20</b>	<b>j'ai identifié l'articulation de documents. j'ai identifié la tonalité d'un propos :</b>	<b>20</b>
<b>B2+</b>	Choses immuables qui ne changeront pas quels que soit l'évolution évolution parallèle	15	initiative française besoin de répondre à une demande marché croissant	15	symboles propres à chaque pays attentes	15

<b>B2</b>	<b>j'ai identifié la richesse du contexte, de la situation d'énonciation :</b>	<b>10</b>	<b>j'ai identifié la cohérence globale</b> du document ou dossier :	<b>10</b>	<b>j'ai repéré une intention en distinguant l'expression d'un point de vue de l'exposé de faits.</b>	<b>10</b>
<b>B2-</b>	evolution adapatation	<b>8</b>	évolution qui va dans le bon sens partage des cultures, réponses à une nécessité de marché	<b>8</b>	reconnaissance des besoins evolution des goûts vs la tradition : peut-il vraiment y avoir un changement de fond ?	<b>8</b>
<b>B1+</b>	nourriture universalité des goûts	<b>6</b>	vrai questionnement autour de ce qui est attendu dans u pays donné question prédominance	<b>6</b>		<b>6</b>
<b>B1</b>	<b>j'ai relevé des informations détaillées sur le contexte</b>	<b>5</b>	<b>j'ai relevé l'essentiel des éléments porteurs de sens :</b>	<b>5</b>	<b>j'ai identifié l'expression de points de vue, souhaits et/ou perspectives.</b>	<b>5</b>
<b>B1- / A2+</b>	place du burger place occupée en France / spécificité Française	<b>4'</b>	évolution goût lié au tradition parallèle	<b>4'</b>	<b>j'ai identifié la nature de l'articulation entre les documents</b> questionnement autour de la place des traditions	<b>4'</b>
<b>A2</b>	<b>j'ai relevé des informations explicites sur le contexte</b>	<b>3</b>	<b>j'ai compris globalement un document ou dossier</b>	<b>3</b>	<b>j'ai identifié la nature du / des documents</b>	<b>3</b>
<b>A2-</b>	fast food Mac Donald <b>baguette</b>	<b>2</b>	burger pain questionnement	<b>2</b>	Articles de journaux <b>document iconographique</b>	<b>2</b>
<b>A1</b>	<b>j'ai relevé des informations isolées simples et les articuler en partie les unes aux autres.</b>	<b>1</b>	<b>j'ai construit une amorce de compréhension</b> en relevant des mots ou expressions.	<b>1</b>	<b>j'ai relevé quelques données ou caractéristiques évidentes</b> d'un document (dates, titres, paragraphes, etc.)	<b>1</b>

Points score	0	1-5 pt				4- 6 pt			7-9 pt			10 – 12 pt			12 – 13 pt			14 pt		15 et +	B1	
NOTE s/ 20	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	