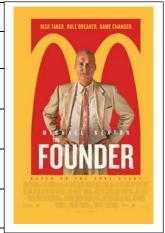
Movies & Languages 2017-2018

The Founder

About the movie (subtitled version)

DIRECTOR	John Lee Hancock
YEAR / COUNTRY	2016 / USA
GENRE	Drama, Biography (Biopic)
ACTORS	M. Keaton, N. Offerman, J. C. Lynch, L. Cardellini, P. Wilson, B. J. Novak



PLOT

The Founder features the true story of how Ray Kroc, a struggling salesman from Illinois, met Mac and Dick McDonald who were running a burger operation in 1950s Southern California. Kroc was impressed by the brothers' speedy system of making the food and saw franchise potential. With a combination of persistence, ambition and ruthlessness, Kroc manipulated himself into a position to be able to pull the company from the brothers and create a billion-dollar empire.

The film was written by Robert Siegel, based on Ray Kroc's autobiography.

LANGUAGE

Standard & Informal English / Slang.

GRAMMAR

ECONOMY / ECONOMICS / ECONOMIC / ECONOMICAL / ECONOMISE

1) A country's **ECONOMY** is the organization of its wealth-producing commerce and industry: Britain's **economy** is increasingly based on services.

The **economies** of many developing countries are based on cash crops.

1.1 **Economy** can also mean the deliberate saving of money through carefully-controlled spending.

We use recycled paper for reasons of **economy**.

The budget has been cut so we'll have to make **economies**.

1. 2 We refer to an **economy** of scale when there is a reduction in unit cost due to an increase in the volume of production:

The doubling of output can lead to economies of up to 30%.

2) **ECONOMICS** is the scientific study of a society's money, industry and trade:

She studied **economics** at the London Business School.

Note that **economics** is a singular noun (like other subjects, Maths, Physics, Business Studies, etc.) therefore, **Economics is...**

3) ECONOMIC means "related to the economy":

The 1970s and 1980s were a period of political and **economic** crisis.



Economic growth leads to a per capita improvement in living standards.

3.1 Economic can also mean "cost- effective".

We have to keep wage costs low to make it **economic** for us to continue production.

4) If something is **ECONOMICAL** it does not require a great deal of money to operate:

I have a small car because it's more **economical** to run.

4.1 **Economical** can also be used to refer to an efficient way of doing things: Holding business meeting at an airport can be an **economical** use of time.

5) The verb is to **ECONOMISE** means "to save money":

We need to **economise** in order to keep costs at an acceptable level.

In the long run, it is unwise to **economise** on quality.

VOCABULARY

s.o. = someone, s.th.= something, * Slang

A franchise: a form of business organization in which a firm already has a successful product or service (the	A chicken-and-egg situation: used to describe a situation that is difficult to tell which two things
franchisor) enters into a contractual relationship	happened first (from the eternal question "which came
with other businesses (franchisees) operating with	first, the chicken or the egg").
the franchisor's trade name, and usually guidance, in	"It then becomes a chicken-and-egg situation: without
exchange for a fee. The most popular franchises in	experience, they cannot find work and without work,
the U.S. are McDonald's and its competitor, Burger	they cannot gain experience"
KingHome of the Whopper	
Milkshake: a drink made of milk, flavouring, and	Overhead: the operating expenses of a business,
usually ice cream, shaken until foamy	including the costs of rent, utilities, interior decoration,
*By golly! used to express mild surprise or wonder	taxes and excluding labour materials
*Making money over fist: making money at	A leech:
tremendous rate	1) a worm that sucks the blood of animals;
	2) s.o. who uses other people for advantages or gains
To do paperwork: work involving the handling of	The learning curve: graphic representation of progress
reports, letters, forms and the like	in learning, measured against the time required to
*Hang on: wait or stop for a minute.	achieve mastery / skill how long it takes to learn s.th.
"Hang on, I've just got to think for a minute"	new
To be miffed: to be annoyed, upset	*To piggy-back off others : to steal ideas from others
*Sucker: s.o. who is easily deceived, a gullible person	To hang up on s.o.: to end a telephone conversation
*The riffraff : people with a bad reputation or low	*A hothead: s.o. who gets angry easily
social class	
To piggyback off others: to exploit, take advantage	His/her bark is worse than his/her bite: s.o.'s actions
of others, even their ideas	are not as bad as they are
To err on the side of caution: to be especially careful	A jack of all trades: a person who is able to do a variety
rather than taking a risk or making a mistake	of different jobs
*To be spot on: to be precise, exact	*You've got the guts : you've got the courage
To be due to s.o.: to owe s.o. money, to repay s.o.	Purview: "sfera di competenza"
*Car hops: persons serving customers in their cars	To mortgage a house: to pledge a house as security for
at a drive-in restaurant	the repayment of a loan
*Hot-rodders: usually teenagers who drive hot rods:	The ledger: a book in which the monetary transactions
cars modified to make them faster	of a business are posted in the form of debits & credits
Payroll : the total money to be paid out to employees	To come up with s.th.: to create, to invent a plan, idea
at a given time	or solution, you think of it and suggest it

