

Movies & Languages 2017-2018

The Founder

About the movie (subtitled version)

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| 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

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