

Autobiographie de rencontres interculturelles



Module 1

Activité 2 : Des influences verticales et horizontales

Une publicité pour un restaurant de fastfood dans une ville anglaise

A vertical advertisement for a restaurant named 'McINDIANS'. The top part features the restaurant's name in a stylized green font with a white outline, with the Arabic word 'حلال' (Halal) written in yellow above it. Below the name, it lists 'Kebabs • Burgers • Doners • SFC'. The main text reads 'you've tried the cowboys... ...now try the INDIANS'. It includes opening times: 'Mon-Sat: 11.30am-8pm • Sun: 12pm-6pm', a phone number '0116 262 2900', and the address '1 Charles Street Leicester LE1 3JB'. The bottom half of the ad is a collage of food items: a whole roasted chicken, a large burger with cheese and lettuce, a can of Coca-Cola, a plate of fries, and various other dishes like kebabs and doners. On the left side, there is a yellow vertical banner with the text 'taste the indians...'. The background is black with yellow and white accents.