

# 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 'McINDIANS' restaurant. The top left features the word 'McINDIANS' in a large, 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 central text reads 'you've tried the cowboys... ...now try the INDIANS'. To the right, 'Opening Times' are listed: 'Mon-Sat: 11.30am-8pm • Sun: 12pm-6pm'. The phone number '0116 262 2900' and address '1 Charles Street Leicester LE1 3JB' are prominently displayed. 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 with the slogan 'Always Coca-Cola', a plate of fries, and various other dishes like kebabs and doners. On the left side, a yellow vertical banner contains the text 'taste the indians...'. The background is black with yellow and white accents.