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Can McDonalds really 'Super Size' my Qualification?

With the announcement made by titan fast-food corporation McDonalds in January that they have now been issued with a licence to train their staff up to A-level standard, the question is; can McDonalds really 'super size' our qualifications?

Since the mega corporation's sales plummet in 2002 the company has been striving to present a new, organic, 'planet friendly' image and the launch of their own McA-levels are only one in a long line of changes that Macy Dees has made including the redesign of their trademark red and yellow style and the sale of organic milk and lower fat products. The company has been fighting off their social stigma and the connection between fast food and the obesity epidemic since the

millennium when health and environmental awareness boomed across the world. In 2007 they were reported to have campaigned against the newly added McJob definition within the dictionary that cited jobs within the McDonalds company, who serve 40 million people across the world everyday, as being 'un-stimulating low-paid' jobs that had 'few prospects'.

The Qualifications and Curriculum Authority granted McDonalds, established in 1955, the power to train their staff on a variety of courses including management, marketing and human resources. Reactions to this development within the company have been mixed with many people writing the qualifications off as a fast food fad. However, there is a large amount of pressure placed on younger people academically and it is now widely accepted across

of the world that the only way to secure a good job is to be intellectually blessed. It must be a positive move then that those who are less suited to study at colleges and universities can still find a place within the glowing arches of the Big M. Although, only time will tell if other organisations will take these hard earned credentials seriously, once the chip stained graduates step out will the world acknowledge their 'modern' education?

The company, now stretching out towards a century of fast food production, are expanding to accommodate their new, world conscious customers and who knows where it might lead. McJobs, McHomes, McFamilies and, dare I say it, McLives! Want fries with that?

By Amy Bo Tinky Solman