

Courtesy of George Brauer, Director
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ARCHAEOLOGICAL INTERPRETATION

The McDonald's Archaeologist

DIRECTIONS: Using the diagram provided and your own experience with McDonald's, comment on the following question.

1. List several examples of traditional architectural and stylistic characteristics incorporated into a McDonald's restaurant.
2. Determine from the illustrations several architectural changes that took place. How do these architectural modifications reflect changes in American culture?
3. Why did the functional space change as McDonald's matured?
4. Select a spatial change that took place at McDonald's and explain why that change took place.
5. How do you account for the fact that some of McDonald's architecture remained unchanged?
6. What changes do you foresee taking place at McDonald's in the future?
7. How does change and variability in artifact design reflect human behavior?

