



# The Controversy Behind the Boycott Against McDonald's: A Closer Look

## Description

McDonald's has decided to buy back all its Israeli **franchises**, bringing the company Alonyal and CEO Omri Padan into the spotlight. The decision comes following a slump in global sales due to a boycott over the brand's **perceived** support for Israel during its conflict with Hamas in Gaza.

McDonald's was critiqued when Mr. Padan offered complimentary meals to Israeli forces at the onset of the Israel-Gaza war. This resulted in a boycott with several Muslim-majority countries **denouncing** their association with the company for its apparent backing of Israel.

Interestingly, Mr. Padan, who has been operating McDonald's **franchises** in Israel for three decades, isn't new to controversies related to the Israeli-Palestinian conflict. In 2013, he declined calls to open a McDonald's branch in the West Bank, stating that the company was **co-ordinated** with McDonald's US headquarters in deciding not to engage in the occupied territories.

Mr. Padan, a former member of the group Peace Now, known for **opposing** settlements, has been described as having an "anti-Israeli political **agenda**" by the settler's organisation, the Yesha Council. In 2019, when Alonyal won a **tender** to open a restaurant at Israel's Ben-Gurion Airport, it directly caused protests in Tel Aviv.

The buy-back **terms** remain undisclosed. Nevertheless, many seem upset at the potential financial gains for Mr. Padan. However, the impact of the boycott has been significant, significantly affecting McDonald's international sales. McDonald's has expressed its **commitment** to the Israeli market and vows to ensure a positive **operational environment** going forward. But the question remains, how will this decision affect McDonald's global reputation?

## Vocabulary Insights:

- **Franchises** /ˈfræn.tʃa.zɪz/ (noun): Authorization granted by a company to an individual or group enabling them to carry out specified commercial activities.
- **Perceived** /pəˈsiːvd/ (adj.): Regarded in a certain way; interpreted or understood.
- **Denouncing** /dɪˈnaʊnsɪŋ/ (verb): Publicly declaring to be wrong or evil.
- **Co-ordinated** /ˈkoʊ.ɹdɪ.neɪ.tɪd/ (adj.): Organized according to a plan or working together effectively.
- **Opposing** /ˈɒp.pə.zɪŋ/ (verb): Set against, showing disapproval or resistance to something.
- **Agenda** /ˈdʒen.də/ (noun): A list of items to be discussed at a meeting or the underlying intentions behind a policy or action.
- **Tender** /ˈten.dər/ (noun): An offer to perform work or supply goods at a fixed price.
- **Commitment** /kəˈmɪt.mənt/ (noun): A pledge or promise to do something or dedication to a cause or activity.
- **Operational Environment** /ˈɒp.ə.ree.ʃən.l ?n?va?.r?n.mənt/ (noun): The conditions and factors that affect the functioning and management of an organization.



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## Vocabulary List:

1. **Boycott** // (noun): A punitive ban that prohibits relations with certain groups or cooperation with a policy or the handling of goods.
2. **Slump** // (noun): A sudden severe or prolonged fall in the price or value or amount of something.
3. **Critiqued** // (verb): Evaluate (a theory or practice) in a detailed and analytical way.
4. **Controversies** // (noun): Disagreements, disputes or differences of opinion.
5. **Undisclosed** // (adjective): Not revealed or made known publicly.
6. **Significantly** // (adverb): To a noteworthy or important extent.

## Vocabulary quizzes

### Multiple Choice ( Select the Correct answer for each question. )

1. Which term refers to the act of avoiding certain products or services as a form of protest?  
Option: Boycott  
Option: Slump  
Option: Critiqued  
Option: Upgrade
2. What term describes something expected or predicted to happen?  
Option: Anticipated  
Option: Unveiling  
Option: Oppose  
Option: Transformation
3. An individual or company responsible for managing securities and assets for clients is known as:  
Option: Asset manager  
Option: Liquidation  
Option: Underperformed  
Option: Anticipated
4. A general increase in prices and fall in the purchasing value of money is known as:  
Option: Inflation  
Option: Stakeholders  
Option: Unfazed  
Option: Boycott
5. Which term describes a positive outlook or belief in favorable outcomes?



- Option: Optimistic
- Option: Significantly
- Option: Profit
- Option: Controversies

6. Which term refers to markets where shares of companies are issued and traded?

- Option: Equity markets
- Option: Anticipated
- Option: Reassure
- Option: Critiqued

7. The basic physical and organizational structures and facilities needed for the operation of a society is known as:

- Option: Positive
- Option: Infrastructures
- Option: Upgrade
- Option: Enthusiastic

8. Which term refers to the financial gain made by a business after subtracting all expenses?

- Option: Profit
- Option: Forecast
- Option: Unknown
- Option: Critiqued

9. What type of fees are charged for managing and overseeing investment portfolios?

- Option: Analytical costs
- Option: Fluctuations
- Option: Administration fees
- Option: Unveiling

10. Which term refers to a thorough or dramatic change?

- Option: Liquidation
- Option: Transformation
- Option: Upgrade
- Option: Stakeholders

**Gap-Fill ( Fill in the blanks with the correct word from the vocabulary list. )**

11. \_\_\_\_\_ can arise due to differing opinions or conflicting views on certain topics.
12. The future is always filled with \_\_\_\_\_ events that may lead to unpredictability.
13. Economists use various tools and models to provide a \_\_\_\_\_ of future economic



conditions.

14. Businesses aim to generate \_\_\_\_\_ as a reward for their efforts and investments.

15. \_\_\_\_\_ are individuals or groups with an interest in the success and outcomes of a business or project.

16. In case of severe financial distress a company may opt for \_\_\_\_\_ to pay off debts.

17. Investors closely monitor \_\_\_\_\_ as they indicate the returns on fixed-income securities.

18. Employees who are \_\_\_\_\_ about their work tend to show higher levels of productivity and engagement.

19. Despite the efforts the company \_\_\_\_\_ in comparison to its industry peers.

20. Regular maintenance and \_\_\_\_\_ of systems are necessary to ensure optimal performance.

**Matching Sentences ( Match each definition to the correct word from the vocabulary list. )**

21. After the security briefing the officer sought to the nervous passengers.
22. The new candidate has shown great for growth and development in the company.
23. The highly movie release attracted long lines of fans waiting outside the theater.
24. Despite the criticism she remained and continued with her project.
25. The stock market is known for its frequent in prices making it a dynamic environment for investors.
26. The two companies announced their to combine forces and expand their market reach.
27. Maintaining a attitude can help individuals overcome challenges and setbacks.
28. The board received an report outlining the best course of action for the upcoming project.



29. The company held a grand event for the of its latest product line to the public.

30. The artist eagerly awaited to be by the art community for his latest collection.

## Answer

**Multiple Choice:** 1. Boycott 2. Anticipated 3. Asset manager 4. Inflation 5. Optimistic 6. Equity markets  
7. Infrastructures 8. Profit 9. Administration fees 10. Transformation

**Gap-Fill:** 11. Controversies 12. Uncertain 13. Forecast 14. Profit 15. Stakeholders 16. Liquidation 17. Bond  
yields 18. Enthusiastic 19. Underperformed 20. Upgrade

**Matching sentence:** 1. Reassure 2. Potential 3. Anticipated 4. Unfazed 5. Fluctuations 6. Merger 7. Positive  
8. Advisory 9. Unveiling 10. Critiqued

## CATEGORY

1. Business - LEVEL4

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