1. Ad presentation
   1. Main ad (McDonald’s US)
      1. Point 1
      2. Point 2
      3. Point 3
      4. Point 4
      5. Point 5
      6. Point 6
   2. Ad 1
      1. Point 1
      2. Point 2
      3. Point 3
      4. Point 4
      5. Point 5
      6. Point 6
   3. Ad 2
      1. Point 1
      2. Point 2
      3. Point 3
      4. Point 4
      5. Point 5
   4. Ad 3
      1. Point 1
      2. Point 2
      3. Point 3
      4. Point 4
   5. Products varying with country
2. Transition
   1. Recall of main ad
3. 1st part of cultural clash constatation
   1. Argument 1
      1. Sub argument 1
      2. Sub argument 2
   2. Argument 2
      1. Sub argument 1
      2. Sub argument 2
   3. Argument 3
      1. Sub argument 1
      2. Sub argument 2
   4. Argument 4
      1. Sub argument 1
      2. Sub argument 2
   5. Argument 5
      1. Sub argument 1
      2. Sub argument 2
   6. Argument 6
      1. Sub argument 1
      2. Sub argument 2
   7. Argument 7
      1. Sub argument 1
      2. Sub argument 2
4. Transition
   1. Recall of ad differences
5. 2nd part of cultural clash constatation
   1. Argument 1
      1. Sub argument 1
      2. Sub argument 2
   2. Argument 2
      1. Sub argument 1
      2. Sub argument 2
   3. Argument 3
      1. Sub argument 1
      2. Sub argument 2
   4. Argument 4
      1. Sub argument 1
      2. Sub argument 2
   5. Argument 5
      1. Sub argument 1
      2. Sub argument 2
   6. Argument 6
      1. Sub argument 1
      2. Sub argument 2
   7. Argument 7
      1. Sub argument 1
      2. Sub argument 2
6. Conclusion
   1. Recall of main ad
   2. Summary
   3. Conclusion