

Chick-fil-a Report!

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This research includes many sources pointing to the ways of communication at quick-service restaurants, and in that Chick-fil-A. All these sources work together to show how the different means of communications at Chick-fil-A make it a discourse community. The research that will be analyzed will vary from articles to interviews to in person observations. In many of these sources it is the importance of communication is very evident within the community. The research question will further develop why Chick-Fil-A's discourse community makes their customer service differ from other restaurants.

The purpose was to get the most information we could about Chick-Fil-As Discourses communities. We first did an interview with a Chick-Fil-A worker, Abi, and asked her a set of prewritten questions to see if her answers showed any signs of Chick-fil-a being a discourse community. After completing the interview, we used Abi's

responses from the interview to create a new template of questions that we could use when observing the Chick-fil-a employees actively working. We decided to interview Abi because she was a friend of one of our group members, so we used the convenience of their friendship so that we could be able to easily interview an employee from the restaurant. We separated into two groups so that we would be able to go to two different Chick-fil-a's to see if there were any noticeable similarities and differences between the two. When observing the different Chick-Fil-As we all wrote our observations and at the end we analyzed our data.

Researching chick-fil-a, the group decided to try going to different restaurants to get different experience from the averments. When observing we all notice different things. As we all went to the places we went, each age group was different. Places had all young people, and some had mostly older adults working. Consistent speed at all times and staff is full, but all restores are not always opens at most chick-fil-a's. Respect is something taught to get the job, they like to treat their people with the most respect, to keep Guest coming. During an interview with one of the Chick-Fil-A's workers named Adi. She helped us when it came down to making the questions for the observation. When asking Abi she really went into detail with some of the questions we asked her. For example, one of the questions I asked Abi was "What was your training like? Do you have to say the things you have to say?(was it hard/easy)" she then responded by saying "the first part of training consists of watching a lot of videos about chick-fil-a and how they came to be and how they run their business. you play a "game" and it helps you to learn how to properly deal with customers. next you actually go out to the front

counter and take what you have learned and use it to the best of your ability. you also learn how to bag and make milkshakes on your first day as well.” This answer she gave was start to the point and helped us set questions for use to ask ourselves for when we made observation questions.

After further examination we were able to get information. All of our questions were answered our interview and our article we read gave us a lot of background information. In many of these sources it is the importance of communication is very evident within the community. The research question will further develop why Chick-Fil-A's discourse community makes their customer service differ from other restaurants.

Work Cited

Batista, Lisa Nguyen, and Suzanne H. Chapin. “Creating a Discourse Community.” *Teaching Children Mathematics*, vol. 25, no. 5, 2019, pp. 298–304. *JSTOR*, www.jstor.org/stable/10.5951/teacchilmath.25.5.0298.

Abi Bickers(Chick-Fil-A worker), Interview with Keryn Houston. 22 October 2019

