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## FAST FOOD IS A FASHIONABLE FOOD TREND

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**Abstract.** Of course, today the basis of a healthy lifestyle is a balanced and proper diet. The popularity of fast food is growing among modern students. Fast food is becoming a threat to the health of all mankind.

**Keywords.** fast food; obesity; nutrition.

Rational nutrition is the basis of a healthy lifestyle and a healthy generation. The modern generation is very promiscuous in the choice of food. Constant lack of time, incompetence in matters of culture and the pace of modern life – all this has led to promiscuity in the choice of products. Although everyone knows about the need for proper nutrition, but, unfortunately, few people think about the consequences [1, p. 153]. Now it's no secret that fast food is harmful to health, we can read about it in numerous scientific articles, learn from TV shows. People's fascination with unhealthy and harmful food is not only a medical problem, but also a socio-psychological one.

A very fast pace of life does not leave an opportunity for a modern person to have lunch slowly, with pleasure. Instead of a substantial meal, you have to be content with a hasty meal ranging from a business lunch at a nearby cafe to instant noodles in a bag, a hamburger or a hot dog. "Fast food" has long been a part of the modern world.

Today, it will not be difficult to find a place to eat in every country. Absolutely at every step there are pavilions, cafeterias, cafes where they sell pastries and sandwiches. Everyone became dependent on fast food. The modern pace of life does not allow us to assimilate the fact that there are certain problems associated with the consumption of fast food. And these problems arising from such

products are mainly related to health, with its deterioration.

The history of the appearance of the term "fast food" and "fast food". "Fast food" (fast-food) is a phrase that means "fast food" in translation. The term fast food refers to any food that is prepared and served quickly. The first mention of the term fast food dates back to 1951. Before the beginning of our study, we believed that fast food appeared in the USA in the XX century, because all Russians are well-known fast food restaurants "McDonald's", such words fast food, Coca-Cola, hot dog, hamburger, sandwich, etc. But, as it turned out, fast food existed in ancient times. Fast food was known in the Ancient world. In every city there were a lot of eateries and bazaars, where they sold all kinds of dishes [2]. One of the popular dishes were yeast dough tortillas, greased with olive oil, which were also used as edible plates.

In China, hot instant noodles were sold in bazaars. Various tortillas were popular in India and Europe. Fast food originated in America in the 1920s. In 1921, the "White Castle" was opened in Kansas, the specialty of which was the first hamburgers. In 1940, the White Castle company had competitors, of which McDonald's became the most serious. At the moment, there are about 30,000 McDonald's restaurants in the world. The largest restaurant is located in Beijing (China), and the most passable is in Moscow.

Excessive consumption of fats and sugar, preservatives and flavor enhancers, which are contained in fast food, leads to chemical dependence, very similar to narcotic. Constant visits to fast food establishments cause addiction, like smoking or drug use. It is very difficult for fast food lovers to return to proper (home) nutrition, as it requires a lot of effort and work on themselves. Flavorings and flavoring additives that are part of fast food, in 50 % of cases cause food allergies, which can further lead to intolerance to most foods.

We conducted a sociological survey on the basis of the Ogarev Mordovian State University (Medical Institute) among third-year students. The survey was anonymous and anyone had the right to refuse. 37 out of 50 people regularly and with pleasure consume food and carbonated drinks with a high sugar content in fast food establishments.

12 people rarely eat fast food, but would really like to eat more often, because they have a great desire. A survey of students showed that 7.9 % of students eat at the institute's buffet, 8.3 % – snack on nuts or fruits (taken from home), 83.8 % – satisfy their hunger with what they have (chewing gum, chocolate, chips, cookies, cigarettes, etc.). More than 80 % of students do not adhere to rational proper nutrition. Most students do not eat breakfast (because do not have time for classes) (28 out of 50 respondents), and those who have breakfast (22 people) prefer sandwiches or instant noodles for breakfast. Some have forgotten the last time they ate hot entrees. Most students always have a late dinner.

When asked why you do not adhere to proper and healthy nutrition, students noted a lack of time (53 %), lack of opportunity to have a snack elsewhere (18 %), like fast food and the atmosphere in these institutions (15 %), as well as the price (13 %). Male students enter such establishments due to lack of time or the desire to cook a full meal themselves (44 %), they are satisfied with the price (16 %); and girls are attracted by the

variety of menus (37 %) and the atmosphere (19 %).

The number of fast food fans is not decreasing, although improper and harmful nutrition is one of the threats to humanity. Fast food is a direct threat to human health, and this should not only be remembered, but also fought in every possible way! Fast food establishments attract people more psychologically: beautiful bright design, delicious smell, cozy atmosphere, price – everything looks very attractive – especially when we are hungry. Being fond of fast food, we provide ourselves with unhealthy food, and this means the possibility of developing many serious health problems in the near future.

Negative characteristics of fast food:

- incorrect combination of carbohydrates, fats and proteins;
- fast food is very high in calories due to the high content of animal fats, carbohydrates (including sugar), flavor enhancers and high energy value;
- the presence of dietary supplements, which, according to some studies, affect the fertility of men and women;
- washing down fast food with cola, the temperature of which is lower than a hot dish, leads to the fact that the fat in the filling instantly freezes, without having time to split;
- low fiber content;
- lack of essential nutrients, minerals and vitamins.

The fact that "fast food" leads to health problems is a well-known fact, but there has never been such a situation as now in the history of mankind. To date, there are more than 42 million children in the world who are obese – and not just have an increased body weight, but are actually sick. According to nutritionists, if this trend continues, then by 2050 it will be a luxury for people over 30 to have a normal physique.

People love fast food not because they are not aware of its harm and do not think about the consequences, because they get pleasure and rest – something that they lack

so much every day (especially after working days). And regardless of how we feel about improper nutrition, we must admit that it has become a part of our life, the contingent of customers is getting younger every day – we can already meet 3-year-old children at the table with fast food in their hands. Whether it is good or bad, everyone decides for himself, but he must remember that harmful will not lead to good. If our views on nutrition do not change, then soon humanity will turn into fat sick people.

If visiting fast food places cannot be avoided, then you can follow the following recommendations: try to order small portions: say no to double burgers and large portions of French fries; instead of sweet carbonated drinks, buy juice, tea or mineral water (even ordinary drinking water will quench your thirst without any problems); let it be dishes steamed, baked in the oven or boiled; eat more salads from fresh vegetables, seasoned not with oil (700–800 kcal / 100g), and not with mayonnaise (600 kcal / 100g), but with sauces (some sauces and dressings contain up to 300 kcal / 100g).

Also, the preparation of fast food is associated with the use of a large amount of salt and spices, which, in addition to extending the shelf life of products, hide the characteristic taste of used spoiled products (poisoning is frequent). "Fast food", as a rule, is taken on

the go and in a hurry, it is very difficult for the stomach to cope with large chunks of poorly chewed food, flavored with carbonated drinks and ice cream on top. Gastric juice cannot cope with the high content of spices and various sauces, the main task of which is to hide the real taste and smell of spoiled products. Due to the frequent use of such food, serious diseases of the gastrointestinal tract, prone to chronic (gastritis, pancreatitis, cholecystitis, etc.)

Fast food is always very high-calorie, hard-to-digest food, so regular consumption of hamburgers and pizza leads to a rapid increase in body weight. There is an imbalance of fats, proteins and carbohydrates, which contributes to obesity, the endocrine system suffers greatly.

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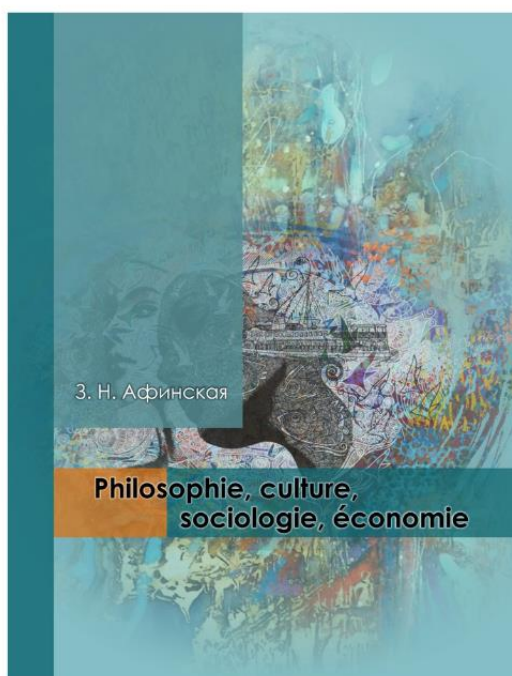
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