

The Mcdonaldization Of Society

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recipient of a 2021 mcguffey longevity award from the textbook academic authors association taa the book that made mcdonaldization part of the lexicon of contemporary sociological theory read by hundreds of thousands of students is now in its tenth edition george ritzer s seminal work of critical sociology the mcdonaldization of society continues to stand as one of the pillars of modern sociological thought building on the argument that the fast food restaurant has become the model for the rationalization process today this book links theory to contemporary life in a globalized world ritzer opens our eyes to many current

issues and shows how mcdonaldization's principles efficiency calculability predictability and control have been applied to other sectors of american society and throughout the world this new edition continues to shift its focus to how we experience mcdonaldization online the new locus of production and consumption in the digital age

george ritzer's mcdonaldization of society now celebrating its 20th anniversary continues to stand as one of the pillars of modern day sociological thought by linking theory to 21st century culture this book resonates with students in a way that few other books do opening their eyes to many current issues especially in consumption and globalization as in previous editions the book has been updated and it offers new discussions of among others in n out burger and pret a manger as possible antitheses of mcdonaldization the biggest change however is that the book has been radically streamlined to offer an even clearer articulation of the now famous mcdonaldization thesis

one of the most noteworthy and popular sociology books of all time the mcdonaldization of society demonstrates the power of the sociological imagination to today's readers in a way that few books have been able to do it is ideal for use in a wide range of undergraduate courses and will be of equal interest to anyone interested in social criticism this book links a large number of social phenomena to mcdonaldization some which are directly affected by the principles of the fast food restaurant and others where the effect is more indirect

this book has been a fabulous success with students because it combines elements of critical social theory readability and popular culture charles frederick jr indiana university one of the most noteworthy and popular sociology books of all time the mcdonaldization of society demonstrates the power of the sociological imagination to today's readers in a way that few books have been able to do key features of the new edition brand new chapter examining the starbucks phenomenon and its relationship to mcdonaldization updated examples of mcdonaldization including online dating services e.g. match.com viagra mdma ecstasy text messaging ikea and megachurches an increased focus on globalization including an examination into the relationship between mcdonaldization and the environment

as one of the most noteworthy and popular sociology books of all time the mcdonaldization of society 6 demonstrates the power of the sociological imagination to 21st century undergraduates in a way that few other books have this engaging work of social criticism is praised for sparking debate in and out of the classroom and for allowing students to read in depth on a small number of fascinating topics and it vividly demonstrates the relevance of weber's discussion of rationalization the basis of mcdonaldization to the everyday life of today's student new and retained features links a large number of social phenomena to

mcdonaldization some which are directly impacted by the principles of the fast food chain and others where the effect is more tenuous a new final chapter 10 on the demcdonaldization of society examines the processes of demcdonaldization and concludes that while it is occurring on the surface mcdonaldization is alive and well for example in the structures that underlie 20 many new and updated examples are from the digital world keeping the text ultimately relevant for the contemporary student reader addresses the advantages of mcdonaldization then focuses on the problems and dangers it poses and looks at efforts to deal with those challenges examines the link between mcdonaldization and globalization challenges the reader to rethink mcdonaldization as part of the structure of society and to act to reverse the trend towards it

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the fast food business most notably mcdonalds revolutionised not only the restaurant business but also american society and ultimately the world using the model of mcdonalds the author draws on the theories of weber to produce a social critique

one of the most noteworthy and popular sociology books of all time the mcdonaldization of society demonstrates the power of the sociological imagination to today s readers in a way that few books have been able to do it is ideal for use in a wide range of undergraduate courses and will be of equal interest to anyone interested in social criticism this book links a large number of social phenomena to mcdonaldization some which are directly affected by the principles of the fast food restaurant and others where the effect is more indirect

in this major new book the author of the bestselling mcdonaldization of society provides an exploration of one of the most innovative and imaginative sociological theses of the last decade of the twentieth century mcdonaldization part one centres on a discussion of karl mannheim s theory of rationalization the author also assesses the degree to which sociology in general and sociological theory in particular have been mcdonaldized the second part demonstrates the empirical reach of the mcdonaldization process with discussions on work credit and globalization part three moves beyond mcdonaldization to the worlds of new means of consumption and the postmodern perspectives that best illuminate them the

author concludes with a re evaluation of the mcdonaldization thesis and its future

latest update of this internationally popular anthology from george ritzer

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in this book one of the leading social theorists and cultural commentators of modern times turns his gaze on consumption george ritzer author of the famous mcdonaldization thesis demonstrates the irrational consequences of the rational desire to consume and commodify he examines how mcdonaldization might be resisted and situates the reader in the new cultural spaces that are emerging in society shopping malls casino hotels disneyfied theme parks and las vegas the new cathedrals of consumption as he calls them the book shows how new processes of consumption relate to globalization theory in illuminating discussions of the work of thorstein veblen and the french situationists ritzer unearths the roots of problems of consumption in older sociological traditions he indicates how transgression is bound up with consumption through an investigation of the obscene in popular and postmodern culture

seminar paper from the year 2005 in the subject sociology culture technology nations grade 1 university of kassel fachbereich gesellschaftswissenschaften course introduction to global cultural economy language english abstract the study of contemporary culture faces some fundamental problems in finding both ontological and analytical a clear distinction between modern and postmodern approaches to the question of how global culture can be understood in the case of the two concepts of mcdonaldization and cosmopolitanism i try to show that such a distinction is not only redundant but can also lead to difficulties in explaining the various cultural phenomena associated with these concepts that can be observed all around the globe on a daily basis obviously choosing those two concepts to build a bridge between modern and post modern theoretical approaches to global culture is not a random act current debates in the field of cultural sociology show that the concepts of mcdonaldization and cosmopolitanism are mainly regarded as examples of modernity and postmodernity the inherent rationality in the concept of mcdonaldization is regarded as prototypically modern ritzer 1996 berger huntington 2002 rosenau 2003 whereas the concept of cosmopolitanism is mainly associated with change complexity or post territoriality all of which are postmodern concepts hannerz 1996 urry 2003 hill 2000 this seemingly clear distinction between the aforementioned concepts will be challenged in this paper and some

of the inherent features of mcdonaldization and cosmopolitanism will be used to establish analytical links between modern and postmodern views on contemporary global culture in order to establish connections between these two seemingly contradictory concepts the most important step will be to get a clearer idea of their inherent features from a modern and from a post modern perspective thus in the chapter following these introductory remarks i will put the concepts of mcdonaldization and cosmopolitanism under close scrutiny as far as their perception from the respective viewpoints is concerned

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