

# The Mcdonaldization Of Society

## George Ritzer

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## **The McDonaldization of Society | SAGE Publications Inc**

The “McDonaldization” of Society. George Ritzer. Professor of Sociology at the University of Maryland. His main areas of interest are the sociology work (*Working: Conflict and Change*) and sociological theory (*Sociology: A Multiple Paradigm Science and Toward an Integrated Sociological Paradigm*). ...

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McDonaldization is a concept developed by American sociologist George Ritzer which refers to the particular kind of rationalization of production, work, and consumption that rose to prominence in the late twentieth century.

## **Understanding the Phenomenon of McDonaldization**

Jump to navigation Jump to search. McDonaldization is a term developed by sociologist George Ritzer in his book *The McDonaldization of Society* (1993). For Ritzer McDonaldization becomes manifested when a society adopts the characteristics of a fast-food restaurant.

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McDonaldization George Ritzer's term describing the spread of

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bureaucratic rationalization and the accompanying increases in efficiency and dehumanization thesis of the book The process by which the principles of fast food restaurants are coming to dominate more and more sectors of american society and the rest of the world.

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GEORGE RITZER The success of fast food chains is used by Ritzer as a metaphor for some general trends characterizing contemporary American society. We have become a nation driven by concerns for rationality, speed, and efficiency that are so well illustrated by the McDonalds' style of

## **The McDonaldization of Society**

McDonaldization is the term invented by George Ritzer to describe a sociological phenomenon that is happening in our society. His revolutionary idea dramatically changed how many automobiles could be produced and was very efficient. In essence, McDonaldization is the process of rationalization, albeit taken to extreme levels.

## **McDonaldization.com - What Is It?**

"McDonaldization" is a term used by sociologist George Ritzer in his book The McDonaldization of Society (1993). McDonaldization as described by Ritzer is a reconceptualization of rationalization, or moving from traditional to rational modes of thought, and scientific management. In sociology, rationalization refers to the replacement of traditions, values, and emotions as motivators for behavior in society with rational, calculated ones.

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## **McDonaldization Theory of George Ritzer**

*The McDonaldization of Society* is a 1993 book by sociologist George Ritzer. Ritzer suggests that in the later part of the 20th century the socially-structured form of the fast-food restaurant has become the organizational force representing and extending the process of rationalization into the realm of everyday interaction and individual identity.

## **The McDonaldization of Society - Wikipedia**

Sociologist George Ritzer on the importance of the concept of McDonaldization to students. George Ritzer is Distinguished University Professor at the University of Maryland, College Park.

## **The Importance of McDonaldization to students**

Abstract McDonaldization is the process by which principles of the fast-food restaurant are coming to dominate more and more spheres of US society and the rest of the world. Coined by the sociologi...

## **McDonaldization - Ritzer - - Major Reference Works - Wiley ...**

Sociologist George Ritzer has some answers, and they are unsettling. In "The McDonaldization of Society," Ritzer takes the fast-food industry and its principles of business as an organizational template for emerging postmodern society.

## **The McDonaldization of Society 5 2nd edition by Ritzer ...**

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