I. McDonaldization Theory

A. Theorist: George Ritzer, Work: *McDonaldization of Society*

B. The world is being shaped by the organizational principles and values of the Western society’s fast food industry.

C. Goal

a. global marketplace

b. global dreams

c. global consumers

D. Theoretical influences

1. Weber

a. rationalization

b. bureaucracy

2. Neo-Marxism

a. culture industry and global mass media

b. standardized products and standardized desires

E. McDonaldization: “the beginning”

1. Dick and Mac McDonald: Fordism

2. Ray Kroc: “standardization of everything”

3. consumers for life: selling to children

F. McDonaldization: organization

1. efficiency

a. optimum method for getting from one point to another

b. the fastest way to complete an order

2. calculability

a. measure cost of product or service

b. time and $s

3. predictability

a. standardized product

b. standardized services (incl emotional labor)

c. “creating an experience the same all over”

4. control: non-human technologies

a. technology to eliminate human workers

b. technology to control workers

i. limit autonomy

ii. control environment

F. “McWorld”

1. production of goods and services

a. global Fordism

b. monocrop farming to shoes to iphones to films

2. distribution of goods and services

a. retail: Walmart super stores

b. books etc.: Amazon

c. toys: Toys R Us

d. education: McVersities

e. others: tax, glasses, weight loss, home furnishing

3. McDreams: consumption of goods and services

a. global icons: golden arches and Ronald McDonald

b. global consumerism: food to clothes to movies, music, television and advertising.

c. standardization of consumption: Starbucks

G. Successes

1. More goods and services to more people.

2. Eliminates barriers of space and time.

3. Safe, stable environment

4. Less discrimination: race, gender and class

5. Easy and quick introduction of new technologies and organizations

H. Consequences

1. global standardized culture

2. elimination of cultures: values, practices, beliefs, rituals, technologies

3. elimination of domestic industries/businesses