

How McDonaldization Diminishes Authentic Self-Expression

As people we strive for authenticity, yet societal pressures can cause us to shape ourselves into something that we are not. We often judge ourselves based on other people's opinions and reactions towards us. One concept that shows our interactions with others is the "Presentation of the Self" as described by Erving Goffman. However, as society becomes increasingly influenced by the principles of McDonaldization, the distinction between Goffman's 'front stage' and 'backstage' is fading. This is because people are changing themselves to fit a certain standard. Through the McDonaldization of our everyday lives, "the backstage" is becoming obsolete and individuals are being forced to "put on a show" that aligns with corporate ideas for the sake of efficiency. When you combine both of these ideas it becomes apparent that we are all actors in a play that is scripted by societal norms that leaves no room for authenticity.

The "Presentation of the Self" as described by Goffman uses the analogy of "the stage". This idea is that individuals make an effort to control or manipulate the way others see them, as if they are an actor on a stage. We try to control how others see us by putting on a show for them. The role we play can depend on who we are with, where we are, and what we are doing. First, we have work to try to understand the situation and then act accordingly. This space is what Goffman refers to as the "frontstage". He also believes in what he calls the "backstage". This area is supposed to be where you are most calm and relaxed. But even when you are backstage you are still putting on a show for someone. This is because Goffman does not believe in a true self. He believes that our identities are created through various social interactions. So even when you are in the "backstage" there is still something making you feel like you need to act a certain way. This is something that we are seeing more of as time goes on. McDonaldization contributes

placed on efficiency and standardization in McDonaldization. It is making individuals become more and more expected to stick to predetermined scripts and behaviors, both in public and private spaces.

McDonaldization is a term used by George Ritzer and is all about pumping out goods and services quickly and easily. The main attributes of McDonaldization are efficiency, calculability, predictability, and control. This means that they operate with speed, quantifiable products, consistency, and strict regulations. One example of this is fast food chains. They are fast, predictable, and leave no room for a personalized experience. Another place where this concept is found in the real world is in the healthcare industry. You can see McDonaldization in the use of protocols and guidelines for treatments. There is also an emphasis on quick patient turnover as well as the fact that healthcare facilities are designed for efficiency and uniformity. With this idea, the focus is put on customer interaction. This is because this is a system that works to control how people interact. This is why the McDonaldization of our everyday lives is diminishing our authentic self-expression.

Both concepts showcase how workplaces today are choreographed with standardized routines to control impressions and experiences. McDonaldization takes rationalization into consumerism by trying to control how people interact and accomplish social tasks. This aligns with Goffman's theater metaphor where social interactions are viewed as a performance on a stage. In McDonaldized organizations, the employees have to carefully follow a scripted role with specific behaviors. This is them putting on the "front stage" performance that Goffman is talking about. The backstage areas are strictly off-limits and in today's world it is almost like that backstage never existed.

how they both contribute to making people feel like they cannot truly be themselves.

McDonaldization is about making things quick and predictable, like in fast food restaurants, which affects how we behave and interact with others. But McDonaldization does not just affect how society works or how people act. It also messes with their heads which makes it harder for to be yourselves. The constant need for everything to be fast, predictable, and controlled makes everyone feel like they have to act the same exact way. Whether we're at work, or just in a store buying something, we are pressured to follow the same rules. This can lead to feeling like we are not being true to ourselves. Goffman's idea of the stage compares social life to a theatrical play. In life, we are constantly on a stage where we act out certain roles depending on the situation. Together, these two ideas show how societal pressures and standardized rules can limit our ability to express ourselves truthfully. It is important to remember to be authentic and true to ourselves, even in a world that sometimes feels scripted.