

In a world where efficiency and standardized systems dominate various areas of society, two conceptual giants Rationalism and McDonaldization emerge. While seemingly different these two topics intertwine in many ways. McDonaldization a topic explored by the sociologist George Ritzer is the idea of society adopting the characteristics of a fast food chain. There are four main points to McDonaldization which are efficiency, calculability, predictability, and control. Rationalization a term coined by Max Weber follows the idea of replacing emotions and traditions as motivators for society. By instead focusing on rational choices and the idea of doing things to the maximum efficiency. In this paper, we will compare and contrast the ideas of McDonaldization and Rationalism. To show even though they may seem different they are very intertwined.

McDonaldization and rationalism intertwine in many different ways. In the idea of McDonaldization, it's interesting to see how this has applied to the world as we know it. When you see a fast food chain worker, you can see the four points: efficiency, calculability, predictability, and control. As the workers produce and give you your food in mere moments. McDonaldization to me in simple terms is the idea of doing a job in the fastest manner possible. It's the idea of taking a job and scaling it up and reducing points of extra time so that it is predictable, controllable, efficient, and you can calculate how much to produce. These Ideas have spread from fast food to other aspects of society. For example, you can see an eerily similar idea of efficiency in schooling where kids go to class for eight hours to learn the topic in a quick and efficient manner. On the other side, rationalism is the idea of using rationality and reason for decision-making instead of emotions. I think that this can progressively be seen in society in science, math, and similar topics. People use the data and not emotions to determine and answer questions. McDonaldization and rationalism relate to the idea of doing things efficiently I think that they both are focused on the speed of doing something. I think that both topics are also about calculability as rationality is focused on not using emotions but instead using reasoning to me this means using statistics and other mathematical helps to determine and motivate a person. Similar to McDonaldization they are using the idea of being efficient to determine the best way to do something not using emotion or tradition. Another thing that relates them is to that McDonaldization is very similar to rationalism and almost seems to be a branch of the topic. I think that McDonaldization has an origin in the idea of rationalization. I think that both also have had a major impact on societies I think that both influence the choices of people while changing the way people view questions and how to find answers. I think that they have influenced politicians and managers to focus on efficiency instead of people's emotions and feelings leaving them to feel alienated at their jobs.

I think there are a few differences between the two topics. I think that rationalism is a broader topic and McDonaldization is more focused on the present day. I think that rationalism has been around for hundreds of years while we are seeing a newer rise in McDonaldization. I think that also McDonaldization is focused on the action of making something more efficient

that McDonaldization applies more to politics and jobs while rationalization applies more to science and mathematics. I think that both have their differences they both seem to coexist and confluence people to act not on their emotions. I think that as time goes on they both will have different effects on people and McDonaldization will become more prevalent. I think that also these ideas may lead to issues in the workspace and other areas of society as people start to not use their emotions to make decisions. This may lead to another topic that was discussed alienation as people don't connect to their coworkers or their jobs.

In conclusion there both McDonaldization and rationalization have had impacts on many different aspects of society. They both influence people to do their actions in the most efficient and rational manner while ignoring their emotions. They both also have influence in many aspects of present-day politics, technology, and science. McDonaldization also has effects on other aspects such as schooling and university. They also both have some differences such as McDonaldization being focused on America and their economic process. Rationalization covers a much broader topic that influences almost the whole world. Also, I think that Rationalization is more encompassing of science, technology, and mathematics. Compared to McDonaldization is more focused on economics.