

When the word rationalization is thrown into a conversation about American bureaucracy, many may immediately assume it's about becoming more rational. This is not the case. In fact, rationalization is the shift in how institutions are built and is not quite the same as the act of becoming a more rational society. Rationalization has effects on society that have become everlasting in how society functions today. The pre-modern institutions and rituals bounce off the modern institutions and rituals. Weber's theory of rationalization compares to the parallels seen in Ritzer's piece on rationalization, which has resulted in the formation of an industrial society as we see it today. Industrial society has grown due to the ideas of McDonaldization and the use of technology nonetheless.

Rationalization is described as a nation-state manufacturing population in level in institutions according to Weber. He argues that the Protestant work ethic spread capitalism throughout Europe between the 16th and 18th centuries. In America, it became known as the "Iron Cage" due to the ethic intersecting with capitalism in a different way. Rationalization is seen in modern society due to the effect that pre-modern institutions had. Their effect is because of their existence it provided meaning and purpose for society. Therefore, a collective goal is being achieved through modern institutions and rituals. An example of rationalization in contemporary society is the institution of corporations. A ritual within corporations includes clocking in and out when in the environment to start and end work time. Just like this ritual, another example would be when one goes grocery shopping. The grocery store is a modern institution that consumers go in to buy their necessary foods and drinks. A ritual on

This then brings us to the efficient technological advancement known as the self-checkout which is referred to as McDonaldization. Both of these examples are common rituals and institutions we see within the rationalization today. This rationalization is then what creates what is known as McDonaldization.

McDonaldization is the standardization of the world as a result of globalization and capitalism. In *The McDonaldization of Society*, Ritzer discusses how vital the Industrial Shift was. This correlates with Weber's theory of rationalization because McDonaldization is considered an amplification or extremity of his idea of rationalization. McDonaldization includes attributes such as control, predictability, and efficiency, and rationalization is more or less the outcome. The metrics work efficiently and emphasize the extreme due to the particular control over consumers. McDonaldization is seen everywhere post-industrial revolution and continues to broaden in search of consumer containment. Examples such as drive-thrus and order-ahead apps show the signs of an inexorable process. Ritz says "In a society where people rush from one spot to another, usually by car, the efficiency of fast food meal, perhaps even a drive through meal, often proves impossible to resist." This being said, the efficiency is extreme within the McDonaldization idea.

The extremes created the industrial society, the continuation of consumers, and the growth of businesses as we know it. McDonaldization and rationalization are driven by Industrial societies. Using industry to build nations and control space. The Russia and US had different philosophical starting points but now use similar if not the same, systems. The Systems are bureaucracies and nation-states. This impact has even left

This goes back to rationalization, the nation-state manufactured and displayed within school systems. Toffler claims, "The human race has undergone two great waves of change, the agricultural revolution and the Industrial civilization." (Toffler, *The Third Wave*). Scientific rationality produced bureaucracy, which became the central organizing force of modern societies throughout the 20th century. Rationalization endorses the substantiation of traditions and values with rationality and logic; allowing people to understand concepts of self-esteem even.

The idea of rationalization seen from afar has shown the change in the way humans interact, buy, and live on this planet. From hunting for food in the woods and searching for clean water to what life is now. Life is going through a Chick-fil-A drive-through and getting upset about how long the line is for it to go by in the blink of an eye. The availability of water is everywhere and there are drink options that pre-modern humans would be mind-blown even to hear the words of Doctor Pepper and a crispy Diet Coke. Nonetheless, the Industrial Society is the effect because of the developmental changes in technology. McDonaldization is an outcome of rationalization, and the theories about the two prove our progress in society today. This progress will continue to develop due to the Industrial society, it is unknown of the next major advancement or extremity that is in store. For all we know, it could be ordering a Chick-fil-A sandwich off the TV and grabbing it through the screen right then and there. The Industrial outcome is the result of our ever-changing future.