

# Paper - mcdonaldization of society

Sociology



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McDonaldization of Society The book describes a sociological occurrence that happens in the modern world. It suggests the rationalization of consistent conventional rules of performing tasks. The process of McDonaldization breaks down tasks into smaller bits before rationalization takes place. The most efficient methods for completion of the tasks are determined. This eliminates and discards other inefficient methods.

The efficient methods generate a logical sequence that has the ability to complete the tasks in a homogenous manner. They must produce a predictable and desired outcome when employed (Ritzer, p. 18). It is easy to control the aspects of the process for better performance. There is no guarantee that rational systems always produce the anticipated outcome. McDonaldization refers to the process of rationalization in relation to fast-food chains like the McDonalds. An example in the book involves Junk-journalism. This is where the news that delivered is petty, inoffensive, and appealing. Another instance involves the kind of education in the universities. Universities strive to offer many courses in a speedy manner, resulting to a labor force that has diminished in quality (Hayes, Dennis, & Robin, p. 65).

Efficiency means that an organization focuses on conducting customer service within the shortest time possible. The organization becomes time conscious leading to increased profitability. Calculability refers to the measurable goals of an organization. The organization is able to accomplish huge parts of tasks within a short time. Predictability enables an organization to define routine methods of performing tasks. The rate of task completion increases because the routine develops an easier way to perform tasks. Control ensures the replacement of human personnel with non-human

technologies. This ensures the completion of tasks in a quicker and less erroneous manner.

Rationalization is the replacement of conventional practices by efficient calculations that determine people's actions and reactions. This relates to McDonaldization through the issue of time management. People prefer to do efficient things within the shortest time possible and forget about the consequences.

The advantages of McDonaldization do not outweigh the disadvantages. This is because it has created irrationalities that could be costly and inefficient for people. The process could lead to control loss, incalculability, and unpredictability (Alfino, p. 16).

A video was watched, where George Ritzer had an interview with a student. The student liked to know about the history of McDonaldization. George first saw McDonalds in the year 1960. While he lived in Europe in 1975, George analyzed the McDonaldization concept in Amsterdam. Bureaucracy was the major point of discussion in a meeting that George had convened. His first book on McDonaldization came out in the year 1993 after its publication the previous year. The book has its critics, but this does not frustrate George. The global success of the book gratifies him. The only frustration that he has could be that the Americans take the book as a mere textbook and resist its teachings (Smart, p. 23). He argues that the book criticizes the society while its utility would benefit the society.

Max Weber's concept brings out the concept of rationalization that is similar to McDonaldization. Weber believed that reason and efficiency replaced conventional and emotional thought. He believes that rationalization is a trend that increases in the society today. According to Weber, rationalization

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is here to stay and it could eventually dehumanize everyone (Ritzer, p. 20).

#### Resistance of McDonaldization

1. I would maintain autonomous thinking, resisting influence from external sources-modern societies.
2. I would raise questions to seek for clarification whenever the concept of McDonaldization undermines my freedom.
3. I would increase my cultural studies in order to get the facts right and determine the best course of action in different situations.
4. I would not embrace consumer capitalization.
5. I would not hesitate to criticize the development of McDonaldization whenever affected.

#### Work Cited

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