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Imagine yourself behind the counter or in the drive-through window at McDonalds. You are programmed how to act and what to say.

You have been working there for three years and earn a salary of \$5.50 an hour. You have never exceeded 29 hours while working there. These circumstances are true for over 40 percent of six million people employed in restaurants today (Ritzer 59). The reason for these circumstances are due to the change in our society by which the consumer wants the biggest, fastest, and best product they can get for their money. This change in society can be attributed to a process known as McDonaldization. Although McDonaldization can be applied to many other parts of our society, this paper will focus on its impacts on the inequalities in the workplace, along with some theoretical discussions on the topic.

Moreover, children are developing diseases that were previously associated with adults. These findings are a wake-up call for all of us to lay the groundwork for healthy eating habits among our children now and in the future.

Don't Blame the Eater

Summary

Zinczenko begins the article with a reference to a case in which some children are suing McDonald's for making them overweight. He mentions that before 1994, diabetes was a genetic disorder with just 5% of all cases being linked to obesity, however, this has changed and obesity now accounts for more than 30% of all cases of diabetes among children. This has led to a corresponding increase in the money used to treat diabetes. He attributes

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obesity among children to the lack of alternative foods. Further complicating this issue is the lack of information regarding the nutritional information of various fast foods on their packages as done on groceries, advertisements too do not warn potential users of health effects the way cigarette ads does (Zinczenko, para.

9).

Critical Analysis

Although I agree with Zinczenko's assertion that the lack of alternative healthy foods is making children to resort to snacks and other unhealthy foods, hence developing poor eating habits, I disagree with his claim that lack of nutritional information on fast food packaging augments children's poor eating habits. Zinczenko's assertion that the lack of alternative healthy foods contributes to poor eating habits is true since most of our streets are dotted with fast food ventures with only a few businesses selling healthy foods. This leaves the children, particularly school-going teenagers, with only a few options and resort to fast foods for their daily food requirements. However, the parents also have a role in influencing their children's eating habits since studies show that parents play a great role in determining their children's eating habits. Parents are therefore partly to blame for children's unhealthy eating habits. The author's claim that lack of nutritional information on fast food packaging is a major cause of obesity among children and teenagers is not true.

When a child purchases fast food, he/she pays little attention to the nutritional information printed on the packaging. Instead, they give priority

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to brand name and it is common to hear a child order a snack by its brand name and proceed to consume it without paying attention to the amount of calories it contains. If this claim were true, children would avoid fast foods with nutritional information on their packaging, however, this is not the case.

Work Cited

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