

# ***Resisting McDonaldization***



*edited by Barry Smart*

# Resisting Mcdonaldization

**Christine L. Williams**



## **Resisting Mcdonaldization:**

*Resisting McDonaldization* Barry Smart, 1999-04-16 George Ritzer's McDonaldization thesis argued that contemporary life is succumbing to the standardization flexibility and practicability of fast food service This book brings together specially commissioned papers by leading social and cultural analysts to engage in a critical appraisal of the thesis The contributors discuss the roots of the thesis the rationalization of late modern life the effects of increasing cultural commodification the continuing prominence of American cultural and economic imperialism and the impact of globalization on social and cultural life The strengths and weaknesses of the McDonaldization thesis are clearly evaluated and the irrational consequences of rationalization are pinpointed and critically developed The book enlarges our understanding of how everyday life is structured by new standards of bureaucratic control and performance related criteria and plays a major role in illuminating how identity and practice are structured today The volume concludes with a response from George Ritzer

**Resisting McDonaldization** Barry Smart, 1999-04-28 George Ritzer's McDonaldization thesis argued that contemporary life is succumbing to the standardization flexibility and practicability of fast food service This book brings together specially commissioned papers by leading social and cultural analysts to engage in a critical appraisal of the thesis The contributors discuss the roots of the thesis the rationalization of late modern life the effects of increasing cultural commodification the continuing prominence of American cultural and economic imperialism and the impact of globalization on social and cultural life The strengths and weaknesses of the McDonaldization thesis are clearly evaluated and the irrational consequences of rationalization are pinpointed and critically

*The Social Science Jargon* Buster Zina O'Leary, 2007-09-17 Are you confused by academic jargon Do you know your discourse from your dialectic Can you tell the difference between anomie and alienation The Social Science Jargon Buster tackles the most confusing concepts in the social sciences breaking each down and bringing impressive clarity and insight to even the most complex terms This book successfully addresses the central task for any teacher of social theory how to make the material accessible without making it simplistic and banal The overall effect is a most effective text that hard pressed students and lecturers will grab with both hands Dave Harris Senior Lecturer in Social Science This practical down to earth dictionary will help students new to social science discourse gain a thorough understanding of the key terms Each entry includes a concise core definition a more detailed explanation and an introduction to the associated debates and controversies In addition students will find a useful outline of the practical application of each term as well as a list of key figures and recommendations for further reading This dictionary brings a refreshing clarity to social science discourse making it essential reading for all students on undergraduate social science courses

**The Empire of Mind** Michael Strangelove, 2005-12-15 Where many critics see the Internet as an instrument of corporate hegemony Michael Strangelove sees something else an alternative space inhabited by communities dedicated to anarchic freedom culture jamming alternative journalism and resistance to authoritarian forms of consumer capitalism and

globalization In *The Empire of Mind* Dr Strangelove the scholar Canadian Business referred to as the acknowledged dean of Internet entrepreneurs and Wired called the Canadian guru of Internet advertising presents the compelling argument that the Internet and new digital communication technology actually undermine the power of capital producing an alternative symbolic economy Strangelove contends that the Internet breaks with the capitalist logic of commodification and that while television produces a passive consumer audience Internet audiences are more active creative and subversive Writers activists and artists on the Internet undermine commercial media and its management of consumer behaviour a behaviour that is challenged by the Web's tendency toward the disintegration of intellectual property rights Case studies describe the invention of new meaning given to cultural and consumer icons like Barbie and McDonald's and explore how novel modes of online news production alter the representation of the world as it is produced by the mainstream corporate press In the course of exploring new media *The Empire of Mind* also makes apparent that digital piracy will not be eliminated The Internet community effectively converts private property into public thereby presenting serious obstacles for the management of consumer behaviour and significantly eroding brand value Much to the dismay of the corporate sector online communities are disinterested in the ethics of private property In fact the entire philosophical framework on which capitalism is based is threatened by these alternative means of cultural production

*The Palgrave Handbook of Social Theory in Health, Illness and Medicine* F. Collyer, 2015-02-12 This wide reaching handbook offers a new perspective on the sociology of health illness and medicine by stressing the importance of social theory Examining a range of classic and contemporary female and male theorists from across the globe it explores various issues including chronic illness counselling and the rising problems of obesity

*Explorations in the Sociology of Consumption* George Ritzer, 2001-04-11 In this book one of the leading social theorists and cultural commentators of modern times turns his gaze on consumption George Ritzer author of the famous McDonaldization Thesis demonstrates the irrational consequences of the rational desire to consume and commodify He examines how McDonaldization might be resisted and situates the reader in the new cultural spaces that are emerging in society shopping malls casino hotels Disneyfied theme parks and Las Vegas the new cathedrals of consumption as he calls them The book shows how new processes of consumption relate to globalization theory In illuminating discussions of the work of Thorstein Veblen and the French situationists Ritzer unearths the roots of problems of consumption in older sociological traditions He indicates how transgression is bound up with consumption through an investigation of the obscene in popular and postmodern culture

*New Forms of Consumption* Mark Gottdiener, 2000 Consumption as a field of cultural studies overlaps with theories of postmodernism the social construction of self commodification in late capitalism and the role of mass media in daily life New forms of consumption such as those facilitated by cyberspace themed environments the commodification of sex and the increasing role of leisure in society all play new and interesting roles in daily life that combine consumerism with the most contemporary social forms This collection of essays examines the recent ways in which

consumerism has been approached by cultural studies with special emphasis given to these and other newly emerging topics The book is divided into three parts The first part provides a theoretical overview of consumption studies dealing with classical and more contemporary approaches in light of the debate between advocates and critics of postmodernism In this section there are papers on McDonaldization tourism and cultural studies and the Theory of Shopping The second part emphasizes empirical studies of the commodification process Papers address the transformation of women s bodies and the mass commodification of milk the creation of the toddler as a subject and the commodification of childhood the commodification of sports and the commodification of rock music The third section of the book explores new forms of consumption on a more detailed and concentrated level Papers in this section include the rise of sex tourism as a global industry the commodification of the sacred and the emergence of new consumer spaces in the city An introduction by the editor delineates the advantages of his approach to new forms of consumption based squarely in the emerging issues of cultural studies debates transcending postmodernism and the society of the spectacle

*Strategic Questions in Food and Beverage Management* Roy C. Wood,2010-02-17 *Strategic Questions in Food and Beverage Management* examines both enduring and topical issues in the field Written in a clear accessible and distinctive style this is a comprehensive text for all areas of Food and Beverage Hospitality Hotel and Catering Management With contributions from widely respected and acclaimed thinkers in the field of hospitality this text tackles hot topics such as Is McDonaldization inevitable Do restaurant reviews have any impact Can hotel restaurants ever be profitable Celebrity chefs and cooks do we need them Challenging and provocative *Strategic Questions in Food and Beverage Management* is an essential text for all final year and postgraduate students of hospitality

**The Routledge Handbook of Religion and Animal Ethics** Andrew Linzey,Clair Linzey,2018-09-29 The ethical treatment of non human animals is an increasingly significant issue directly affecting how people share the planet with other creatures and visualize themselves within the natural world The Routledge Handbook of Religion and Animal Ethics is a key reference source in this area looking specifically at the role religion plays in the formation of ethics around these concerns Featuring thirty five chapters by a team of international contributors the handbook is divided into two parts The first gives an overview of fifteen of the major world religions attitudes towards animal ethics and protection The second features five sections addressing the following topics Human Interaction with Animals Killing and Exploitation Religious and Secular Law Evil and Theodicy Souls and Afterlife This handbook demonstrates that religious traditions despite often being anthropocentric do have much to offer to those seeking a framework for a more enlightened relationship between humans and non human animals As such The Routledge Handbook of Religion and Animal Ethics is essential reading for students and researchers in religious studies theology and animal ethics as well as those studying the philosophy of religion and ethics more generally

*The Sociology Book* Sarah Tomley,Mitchell Hobbs,Megan Todd,Marcus Weeks,DK,2019-12-12 Learn about how we organize our society in *The Sociology Book* Part of the fascinating

Big Ideas series this book tackles tricky topics and themes in a simple and easy to follow format Learn about Sociology in this overview guide to the subject great for beginners looking to learn and experts wishing to refresh their knowledge alike The Sociology Book brings a fresh and vibrant take on the topic through eye catching graphics and diagrams to immerse yourself in This captivating book will broaden your understanding of Sociology with More than 80 ideas from the world s most renowned sociologists Packed with facts charts timelines and graphs to help explain core concepts A visual approach to big subjects with striking illustrations and graphics throughout Easy to follow text makes topics accessible for people at any level of understanding The Sociology Book is the perfect introduction to a range of societal issues ranging from government and gender identity to inequalities and globalization aimed at adults with an interest in the subject and students wanting to gain more of an overview Here you ll find biographies of key sociologists and social activists that give a historical context to each idea Your Sociology Questions Simply Explained This book explores the similar issues that affect us all the tension between the needs of the individual and society the changing workplace and the role of everything from government to mass culture in our lives If you thought it was difficult to learn about social theory The Sociology Book presents key information in a clear layout Learn about issues of equality diversity identity and human rights the role of institutions and the rise of urban living in modern society with fantastic mind maps and step by step summaries The Big Ideas Series With millions of copies sold worldwide The Sociology Book is part of the award winning Big Ideas series from DK The series uses striking graphics along with engaging writing making big topics easy to understand **A Game of Two Halves** Cornel Sandvoss,2004-03-01

Professional football is one of the most popular television genres worldwide attracting the support of millions of fans and the sponsorship of powerful companies In A Game of Two Halves Sandvoss considers football s relationship with television its links with transnational capitalism and the importance of football fandom in forming social and cultural identities around the globe He presents the phenomenon of football as a reflection postmodern culture and globalization Through a series of case studies based in ethnographic audience research Sandvoss explores the motivations and pleasures of football fans the intense bond formed between supporters and their clubs the implications of football consumption on political discourse and citizenship football as a factor of cultural globalisation and the pivotal role of football and television in a postmodern cultural order Sociology of Rationality Soumyajit Patra,Tattwamasi Paltasingh,2024-11-15 This book is a socio historical analysis

of rationalism as a world view that guides many of our actions in concrete everyday life and as a philosophy that guides our epistemological understanding of the reality around us It explores the multifaceted manifestations of the idea in the Enlightenment philosophy modern sociological theorising and post structural standpoints The volume also critiques rationality from feminist subaltern and postcolonial perspectives Finally it delves into the multi layered sociological significances of rationalisation of different domains of life Transdisciplinary in scope and with essays by foremost scholars in the field this volume will be a major intervention across the humanities and the social sciences It will be of interest to

students and researchers in sociology anthropology history philosophy gender studies political science cultural anthropology education and religious studies

**Encyclopedia of Junk Food and Fast Food** Andrew F. Smith, 2006-08-30 Eating junk food and fast food is a great all American passion American kids and grownups love their candy bars Big Macs and supersized fries Doritos Twinkies and Good Humor ice cream bars The disastrous health effects from the enormous appetite for these processed fat and sugar loaded foods are well publicized now This was particularly dramatically evidenced by Super Size Me 2004 filmmaker Morgan Spurlock s 30 day all McDonald s diet in which his liver suffered the same poisoning as if he had been on an extended alcohol binge Through increased globalization American popular food culture is being increasingly emulated elsewhere in the world such as China with the potential for similar disastrous consequences This A to Z reference is the first to focus on the junk food and fast food phenomena from a multitude of angles in addition to health and diet concerns More than 250 essay entries objectively explore the scope of the topics to illuminate the American way through products corporations and entrepreneurs social history popular culture organizations issues politics commercialism and consumerism and much more Interest in these topics is high This informative and fascinating work with entries on current controversies such as mad cow disease and factory farming the food pyramid movie tie ins and marketing to children will be highly useful for reports research and browsing It takes readers behind the scenes examining the significance of such things as uniforms training packaging and franchising Readers of every age will also enjoy the nostalgia factor learning about the background of iconic drive ins the story behind the mascots facts about their favorite candy bar and collectables Each entry ends with suggested reading Besides an introduction a timeline glossary bibliography resource guide and photos enhance the text Sample entries A Advertising Automobiles Ben Burger King Carhops Center for Science in the Public Interest Christmas Cola Wars Employment Fair Food Fast Food Nation Hershey Milton Hollywood Injury Krispy Kreme Lobbying Nabisco Obesity PepsiCo Salt Soda Fountain Teen Hangouts Vegetarianism White Castle Yum Brands Inc

**Critical Representations of Work and Organization in Popular Culture** Carl Rhodes, Robert Westwood, 2007-12-21 This book challenges traditional organizational theory looking to representations of work and organizations within popular culture and the ways in which these institutions have also been conceptualized and critiqued there Through a series of essays Rhodes and Westwood examine popular culture as a compelling and critical arena in which the complex and contradictory relations that people have with the organizations in which they work are played out By articulating the knowledge in popular culture with that in theory they provide new avenues for understanding work organizations as the dominant institutions in contemporary society Rhodes and Westwood provide a critical review of how organizations are represented in various examples of contemporary popular culture The book demonstrates how popular culture can be read as an embodiment of knowledge about organizations often more compelling than those common to theory and explores the critical potential of such knowledge and the way in which popular culture can reflect on the spirit of resistance carnivalisation and rebellion

*Subjectivity, the Unconscious and*

*Consumerism* Marlon Xavier, 2018-09-17 Subjectivity the Unconscious and Consumerism is a unique and imaginative psycho sociological exploration of how postmodern contemporary consumerism invades and colonises human subjectivity Investigating especially consumerism s unconscious aspects such as desires imagination and fantasy it engages with an extensive analysis of dreams The author frames these using a synthesis of Jungian psychology and the social imaginaries of Baudrillard and Bauman in a dialogue with the theories of McDonaldization and Disneyization The aim is to broaden our understanding of consumerism to include the perennial consumption of symbols and signs of identity a process which is the basis for the fabrication of the commodified self The book offers a profound innovative critique of our consumption societies challenging readers to rethink how we live and how our identities are impacted by consumerism As such it will be of interest to students and scholars of critical psychology psychoanalysis sociology anthropology and cultural studies but is also accessible to anyone interested in the complex psychology of contemporary subjectivity      *Critical Management Studies* Christopher Grey, Hugh Willmott, 2005 Critical Management Studies or CMS describes a diverse group of work that has adopted a critical or questioning approach to the traditional concerns of Management Studies and the growing interest in CMS has produced a vibrant and exciting body of research Christopher Grey and Hugh Willmott leading authorities in this area introduce seventeen readings which reflect these developments and show CMS importance As an assessment of CMS the Reader will be of interest to academics researchers and students of Management Studies As an introduction to CMS it will prove invaluable to stu      *Inside Toyland* Christine L. Williams, 2006-01-09 This is a Barbara Ehrenreich like examination of working and shopping at two different toy stores that underlines how class and race play out in this country s shopping mall culture      *The Sociology of Work* Stephen Edgell, 2011-12-30 A highly readable and approachable account of the sociology of work a first rate introductory text that is sure to become essential reading for students teachers and researchers Jason Hughes Brunel University An excellent text Its comparative and historical sweep is particularly welcome and the analysis provided is thoughtful and well grounded John Eldridge University of Glasgow An invaluable and up to date text for students and researchers Detailed and wide ranging in its scope it is an excellent source of materials combined with a thought provoking and challenging set of arguments Huw Beynon Cardiff University Stephen Edgell s book charts the rise of work and explores all aspects of work including paid and unpaid standard and non standard and unemployment New material has been incorporated covering the theories and practices of globalization interactive service work economic crisis technological and organizational change and trade unions Drawing on classic and contemporary theorists the book Covers key issues regarding paid industrial and service sector work alienation skill post industrial society network enterprises flexibility Fordism neo Fordism post Fordism McDonaldization emotional labour destandardization and the social impact of unemployment Discusses key issues regarding non paid work domestic work as work the impact of technology symmetrical family thesis the impact of feminism and globalization Provides student friendly pedagogy suggestions for further reading



questions for discussion and assessment an extensive glossary and links to key websites and downloadable articles This latest edition will be welcomed by lecturers and students wanting an authoritative guide to the sociology of work

**Made from Scratch** Jean Zimmerman, 2012-11-13 A stunning celebration and reappraisal of the importance of women's work Made from Scratch addresses the tug that many Americans feel between our professional and private lives In this stunning celebration and reappraisal of the importance of women's work acclaimed journalist Jean Zimmerman poignantly addresses the tug that many Americans of the twenty first century feel between our professional and private lives With sharp wit and intelligence she offers evidence that in the current domestic vacuum we still long for a richer home life a paradox visible in the Martha Stewart phenomenon in the continuing popularity of women's service magazines such as Better Homes and Gardens Family Circle and Ladies Home Journal whose combined circulation of over 17 million is nearly twice the combined circulation of Time Newsweek and U S News World Report and the booming business of restorations where onlookers get a hands on view of domestic life as it flourished in past centuries This book is about the ways home traditions passed from one generation to the next baking a birthday cake from scratch cherishing family heirlooms or discovering the satisfaction of piecing a quilt sustain our souls especially in our ever more processed synthetic world where we buy homemade goods and fail to see the irony in that Made from Scratch tells the story of the unsung heroines of the hearth investigating the history of female domesticity and charting its cultural changes over centuries Zimmerman traces the lives of her own family's homemakers from her tiny but indomitable grandmother who managed a farm strangled chickens with her bare hands and sewed all the family clothing to her mother who rejected her country upbringing yet kept a fastidious suburban home where the gender divide stayed firmly in place to her own experiences as a wife and mother weaned on the Women's Movement of the 1970s with its emphatic view that housework was a dirty word and that the domestic sphere was to be fled rather than cherished In this book Zimmerman questions the unexamined trade off we have made in a shockingly brief time span as we've progressed from home raised chickens to frozen TV dinners to McNuggets from the food court at the mall What is lost when we no longer engage as individuals and as a community in the ancient rituals of food craft and shelter

**Geographies of Commodity Chains** Alex Hughes, Suzanne Reimer, 2004-07-31 Broad geographical coverage including case studies from North American European and developing studies contexts Timely in view of increased popular and policy interest in the international origins of the commodities we buy and the often hidden environmental and social impacts of their production All chapters make an explicit and clear contribution to theorisations of the commodity chain Covers a wide range of products including food flowers home furnishings and clothing

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