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rationalization. The author also assesses the degree to which sociology in general and sociological theory in particular have been 'McDonaldized'. The second part demonstrates the empirical reach of the 'McDonaldization' process with discussions on work, credit and globalization. Part Three moves beyond 'McDonaldization' to the worlds of 'new means of consumption' and the postmodern perspectives that best illuminate them. The author

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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

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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.

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

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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

George Ritzer is one of the leading social and cultural commentators of the present day. In this essential new book he considers some of the main tendencies in contemporary social theory. Included here are Ritzer's latest reflections on the uses and misuses of metatheory. According to Ritzer, sociology is a

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multiparadigm science. The differences and intensities of rivalries between paradigms are often very confusing for students and even for professional sociologists. This book seeks to find a way out of the confusion by sketching out the lineaments of a new integrated sociological paradigm and demonstrates how this paradigm can be applied. It shows the various ways in which Ritzer has developed rationalization theory to shed light on professional integration, the shape of consumer culture, hyperrationality and the state of sociology today.

This text will be a vital tool in departments and schools of advertising, journalism, and communication where increasing emphasis is being placed on studying the cultural significance of advertising.

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As one of the most noteworthy and popular sociology books of all time, *The McDonaldization of Society* demonstrates the power of the sociological imagination to 21st century undergraduates in a way that few other books have. This engaging work of social criticism is praised for sparking debate in and out of the classroom and for allowing students to read in depth on a small number of fascinating topics, and it vividly demonstrates the relevance of Weber's discussion of rationalization (the basis of McDonaldization) to the everyday life of today's student.

**Retained Features:**

- \* Links a large number of social phenomena to McDonaldization, some which are directly impacted by the principles of the fast-food chain and others where the effect is more tenuous
- \* A new final chapter (10) on *The DeMcDonaldization*



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of Society? examines the processes of deMcDonaldization and concludes that while it is occurring on the surface, McDonaldization is alive and well for example, in the structures that underlie Web 2.0+ Many new and updated examples are from the digital world, keeping the text ultimately relevant for the contemporary student reader \* Addresses the advantages of McDonaldization, then focuses on the problems and dangers it poses and looks at efforts to deal with those challenges \* Examines the link between McDonaldization and globalization \* Challenges the reader to rethink McDonaldization as part of the structure of society and to act to reverse the trend towards it

The Blackwell Companion to Major Classical Social Theorists provides a comprehensive review of classical social theory.

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Containing original essays especially commissioned for this volume, leading experts and practitioners examine the life and work of 12 major theorists. Includes 12 original essays by leading scholars on major classical social theorists Covers the key figures who shaped social theory, such as Marx, Weber and Durkheim, as well as additional classical theorists such as Harriet Martineau and W. E. B. Du Bois Essays include biographical sketches, the social and intellectual context, and the impact of the thinker's work on social theory generally Includes bibliographies of the theorist's most important works as well as key secondary works Can be used in conjunction with The Blackwell Companion to Major Contemporary Social Theorists, edited by George Ritzer, for a complete reference source in social theory

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This book has been a fabulous success with students because it combines elements of critical social theory, readability... and popular culture - Charles Frederick, Jr., Indiana University One of the most noteworthy and popular sociology books of all time, The McDonaldization of Society demonstrates the power of the sociological imagination to today's readers in a way that few books have been able to do. Key Features of the new edition: - brand new chapter examining the Starbucks phenomenon and its relationship to McDonaldization - updated examples of McDonaldization, including online dating services (e.g. match.com), Viagra, MDMA (ecstasy), text-messaging, Ikea, and megachurches - an increased focus on globalization, including an examination into the relationship between McDonaldization and the environment

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