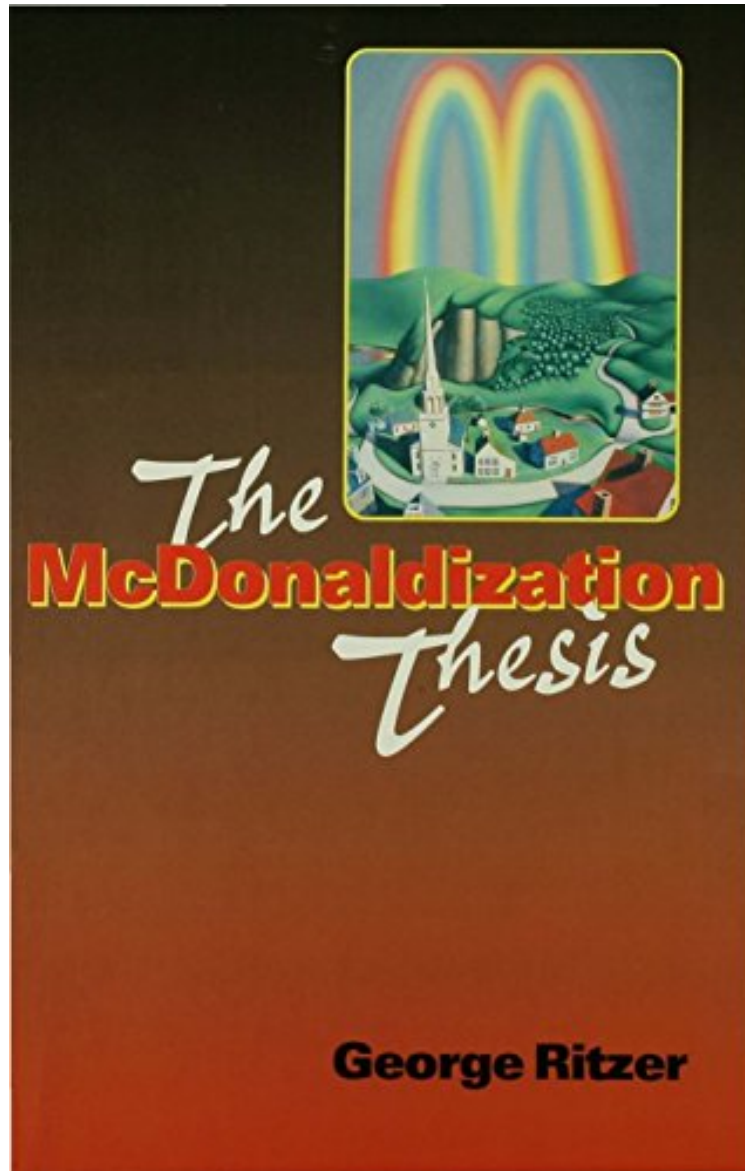


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The McDonaldization Thesis: Explorations and Extensions

George Ritzer

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George Ritzer : The McDonaldization Thesis: Explorations and Extensions before purchasing it in order to gage whether or not it would be worth my time, and all praised The McDonaldization Thesis: Explorations and Extensions:

0 of 2 people found the following review helpful. Reject the telephone as a simulacra of communication!By Dr Jacques COULARDEAUIn this second book, George Ritzer pushes his general thesis to extremes that become nearly absurd. To pretend that credit cards are a simulacra of money is true, but money is a simulacra of bartering. To reject credit cards because they are a simulacra is like rejecting the market place and that would make us go back to what ?

When were commercial exchanges between people not using some tokens, some simulacra of the value of the exchanged goods ? But he even goes further : organized tourism or cruises are a simulacra of the discovery of a new territory. We can discuss the simplification such organized tourism brings, but should we go back to the old laquo; tourism raquo; of previous centuries and reintroduce colonialization, the genocide of encumbering populations, slavery, and some other side-effects (that were rather the direct objectives) of such adventures ? Same thing with Disneylands and other entertainment parks. They are only the development of the old fairs and festivals of previous centuries that took place on market day or on some special occasions, like carnivals and pilgrimages and some others. The only difference is that we can visit such parks all year around, and if some are intellectually limited, the number of those who go deeply into some topics are numerous, and, would I say, more and more numerous, presenting sciences, technology, history, geography, and many other topics. And the mass-basis of these make them cheap, a lot cheaper when we take into account the amount of subject matter. And we can have in a short period of time and in the same locale a tremendous amount of information that we could only have through long and tiresome research before. This leads us to the Internet. A simulacra of communication or research ? Certainly not. A new dimension of communication and research. It might be used in an underdeveloped way. But it does not have to be that and people are learning, provided schools, universities and social institutions lead them into it, incite them to do it. An interesting point of view but we must remain very alert not to be thrown into some kind of retrograde ideology. Would anyone ever think of rejecting the telephone as a simulacra of communication ?

Dr Jacques COULARDEAU, Paris Universities II and IX. 1 of 2 people found the following review helpful. A great book, to read for all people!

By A Customer As a student in Norway, going on the course sociology, this was a great book to read. I'm going to have a review of this book at my course, in front of my professor, and the rest of my class. And i will only say good things about that book. The book contains good things about Max Weber, Karl Mannheim. A another thing whit this book, is that Georg Ritzer is using easy words, good langue and its easy to understand. I requment this book to all, either you are a student in sociology, or regular student. Even so if you arent a student, it is a good book to read, for to understand what is the McDonaldization thesis.

Gaute Aadnesen 1 of 1 people found the following review helpful. Applying the thesis to actual life

By Geoff Matthews Ritzer has taken his popular McDonaldization theory and applied it to a host of specific topics, such as the university (and sociology in particular), the work force, leisure and other areas of life. He builds not just on his work but also on those who have taken his theory and built on it, as well as some of the masters in the social theory realm. For those who are interested in this theory, this is an invaluable addition to the body of work.

In this major new book, the author of the bestselling *McDonaldization of Society* provides an exploration of one of the most innovative and imaginative sociological theses of the last decade of the twentieth century - 'McDonaldization'. Part One centres on a discussion of Karl Mannheim's theory of 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 concludes with a re-evaluation of the McDonaldization thesis and its future.

Ritzer here revisits and extends the ground-breaking theory he first fully expounded in 1993 in *The McDonaldisation of Society*, since when he has published a number of papers which take the thesis further and on which this book builds.... This is exciting, readable, provocative modern sociology that sets out to challenge the dominant trends in the construction of our brave new global world.... His work constitutes a serious academic challenge from within the very heartland of McDonaldisation and I highly recommend it to those who want to gain a perspective on post-modern society (and sociology)' - *Self Society*

The new book will underline the importance and usefulness of the concept of McDonaldization and I fully expect that it will become a standard topic for years to come.. Fascinating, it will make an ideal focus for lectures, seminars and so on' - Alan Bryman, Loughborough University

'McDonaldization' I came to appreciate long ago - it is by now a household term!' Professor Zygmunt Bauman, Department of Sociology, University of Leeds.

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''McDonaldizationprime; I came to appreciate long ago - it is by now a household term!prime; Professor Zygmunt Bauman, Department of Sociology, University of Leeds.

About the Author George Ritzer is Distinguished University Professor at the University of Maryland, where he has also been a Distinguished Scholar-Teacher and won

a Teaching Excellence Award. He was awarded the Distinguished Contributions to Teaching Award by the American Sociological Association, an honorary doctorate from LaTrobe University in Australia, and the Robin Williams Lectureship from the Eastern Sociological Society. His best-known work, *The McDonaldization of Society* (8th ed.), has been read by hundreds of thousands of students over two decades and translated into over a dozen languages. Ritzer is also the editor of *McDonaldization: The Reader*; and author of other works of critical sociology related to the McDonaldization thesis, including *Enchanting a Disenchanted World*, *The Globalization of Nothing*, *Expressing America: A Critique of the Global Credit Card Society*, as well as a series best-selling social theory textbooks and *Globalization: A Basic Text*. He is the Editor of the *Encyclopedia of Social Theory* (2 vols.), the *Encyclopedia of Sociology* (11 vols.; 2nd edition forthcoming), the *Encyclopedia of Globalization* (5 vols.), and is Founding Editor of the *Journal of Consumer Culture*. In 2016 he will publish the second edition of *Essentials of Sociology* with SAGE.