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An examination based
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The McDonaldization of society focusing on consumption.

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

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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

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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

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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.

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At the start of the twentieth century, when Germany, among other nations, was undergoing industrialization, Max Weber famously characterized modern life in words that have often been translated as "iron cage." During the industrial era, that image caught on and was often used by

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scholars to express concerns about the extent to which the actual character of modern life contradicted its emancipatory promise. But we are living in a different time now, when the conditions under which we live seem to be quite different from the ones that pertained in Weber's day. It is a time

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when, in some respects at least, life seems to be freer and more conducive to experimentation, which has led some people to conclude that our societies have escaped from Weber's "cage." But is that really true? This book challenges that notion, considering the consequences for our way of life of the

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triumph of
neoliberalism as a
political force.

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,

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culture jamming,
alternative journalism,
and resistance to
authoritarian forms of
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and globalization. In
The Empire of Mind,
"Dr. Strangelove," the
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Canadian guru of
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presents the compelling
argument that the
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contends that the
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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

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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

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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

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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.

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Offering a panoramic view of the history and culture of food and drink in America with fascinating entries on everything from the smell of asparagus to the history of White Castle, and the origin of Bloody Marys to jambalaya, the Oxford Companion to American Food and Drink

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provides a concise, authoritative, and exuberant look at this modern American obsession. Ideal for the food scholar and food enthusiast alike, it is equally appetizing for anyone fascinated by Americana, capturing our culture and history through what we love most--food! Building on the highly praised and

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deliciously browseable
two-volume
compendium the Oxford
Encyclopedia of Food
and Drink in America,
this new work serves up
everything you could
ever want to know about
American consumables
and their impact on
popular culture and the
culinary world. Within
its pages for example,
we learn that Lifesavers

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candy owes its success to the canny marketing idea of placing the original flavor, mint, next to cash registers at bars. Patrons who bought them to mask the smell of alcohol on their breath before heading home soon found they were just as tasty sober and the company began producing other flavors.

Edited by Andrew

Page 52/66

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Smith, a writer and lecturer on culinary history, the Companion serves up more than just trivia however, including hundreds of entries on fast food, celebrity chefs, fish, sandwiches, regional and ethnic cuisine, food science, and historical food traditions. It also dispels a few commonly held myths. Veganism,

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isn't simply the practice of a few "hippies," but is in fact wide-spread among elite athletic circles. Many of the top competitors in the Ironman and Ultramarathon events go even further, avoiding all animal products by following a strictly vegan diet. Anyone hungry to know what our nation has been

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cooking and eating for
the last three centuries
should own the Oxford
Companion to American
Food and Drink.

The Sign of the Burger
examines how
McDonald's captures
our imagination, both as
a shorthand for
explaining the power of
American culture, and
as a symbol of the

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strength of
consumerism.

Understanding Global
Environmental Politics
develops a new, critical
approach to global
environmental politics.
It argues that the major
power structures of
world politics are deeply
problematic in
ecological terms, and
that they cannot be

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easily used to resolve major environmental challenges such as global warming. Instead of simply advocating the construction of new international institutions to respond to such challenges, therefore, the book argues that the construction of alternative social and political structures is necessary.

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In the opinion of many people the last decade saw the arrival of the 'consumer society'.

However, the response of social theory to consumerism has been barely appropriate to the scale of the changes. As an antidote to this, the authors propose the adoption of a new, more inclusive theoretical

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approach, based on "systems of provision". This emphasises different forms of determination for different products. It also emphasises the essential continuity between the various aspects of consumption: production, distribution, marketing, advertising and sales.

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'This book confirms David Harris' status as a leading theorist in contemporary culture and leisure in the UK. He offers a distinctive, coherent and authoritative guide to the major concepts and debates that should engage leisure scholars and scholarship' - Dr

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Peter Bramham, Senior
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