

Introduction to Sociology



- I. Ch. 6: Formal Organizations:
Why does Ferrante focus on McDonald's?
- II. Weber's Ideal Type of Bureaucracy
- III. Rationalization and the Concept of McDonaldization:
Unintended consequences of value-rational thought and action
- IV. Multinational and Global Corporations

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Why the focus on McDonald's?

- *the dominant organizational paradigm?*
- *are there other possible contenders?*



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Max Weber's Ideal Type of Bureaucracy

- *what is an ideal type?*
- *Characteristics of bureaucracy (p. 146). What is its "essence"?*
- *Two research modifications:*
 - *the importance of the informal dimension of bureaucracy*
 - *glocalization*



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Rationalization and Core Concept 4 (p. 147)

- value-rational thought and action
- Weber: "the disenchantment of the world"
- efficiency as the prime value in choosing means
- profit or maximum output the prime goal

Case study: factory farming
[\(The Meatrix\)](#)

(the concept of externalities)



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**The McDonaldization of Society
(Core Concept 5)**

- Four central principles: efficiency, quantification and calculation; predictability; control.
- Can you give examples from other formal organizations besides the fast food industry?
- George Ritzer: the irrationality of rationality
- Max Weber: modern society as an "iron cage"



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The Extremes of Value-Rational Action

- Trained incapacity (CC#7)
(Zuboff on automating and informing work environments)
- Problematic measures of performance (CC#8)
- The (two-fold) problem of
- Alienation (CC#10)



Multinational and Global Corporations

- the debate over their benefits and drawbacks
- the issue of evaluative criteria—e.g. in the case of McDonald's
- the issue of privatization



[Cochabamba case study](#)

A note on the current financial crisis:

Privatization and deregulation

vs.

A greater role of national and global governance



AIG ads: [cafeteria](#) & [nightmare](#)



Has Wal Mart become the new dominant organizational paradigm?

Frontline Film: *Is Wal-Mart good for America?*
