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toward "McDonaldization." The first type refers to those who view the con-sequences of rationalization as constituting a "velvet cage" connoting that these patrons like McDonald's and welcome it. The second view the conse-quences as a "rubber cage" with both advantages and disadvantages from

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Consumer Critical Culture Essay Mcdonaldization Revisited

McDonaldization Argumentative Essay McDonaldization was a term originated by sociologist George Ritzer in his book *The McDonaldization of Society* (1995). In this book, he described the process through which a society takes shape the characteristics of a fast-food restaurant. For Ritzer McDonaldization displayed a rationalization, or moving from traditional to rational modes of thought, and scientific management.

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McDonaldization revisited critical essays on consumer culture. Westport, Conn.: Praeger, 1998.

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In McDonaldization Revisited: Critical Essays of Consumer Culture, edited by Mark Alfino, John S. Caputo, and Robin Wynyard, pp. 1-19.

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