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George Ritzer is Distinguished University Professor at the University of Maryland, where he has been a Distinguished Scholar-Teacher and won a Teaching Excellence award by the American Sociological Association, and in 2004, he was awarded an honorary doctorate by LaTrobe University, Melbourne, Australia.

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George Ritzer (born October 14, 1940) is an American sociologist, professor, and author who studies globalization, metatheory, patterns of consumption, and modern and postmodern social theory. His most notable contribution to date is his concept of McDonaldization, which draws upon Max Weber's idea of rationalization through the lens of the fast food industry.

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Ritzer is well known in sociology for his sociological theory textbooks true According to Ritzer, McCulture is a derogatory term he uses for all things globalized, things which have had the distinctiveness sucked right out of them by globalization.

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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

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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.

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Lesson Summary. In summary, George Ritzer was the author of one of the most influential sociology books of all time. He coined the term McDonaldization, which represents the process by which principles of fast food restaurants have come to dominate virtually every aspect of society.