

fifth
edition

MODERN SOCIOLOGICAL THEORY

GEORGE RITZER

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MODERN SOCIOLOGICAL THEORY

FIFTH EDITION

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University of Maryland



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MODERN SOCIOLOGICAL THEORY

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ABOUT THE AUTHOR

GEORGE RITZER is Professor of Sociology at the University of Maryland. His major areas of interest are sociological theory and the sociology of consumption. He has served as Chair of the American Sociological Association's Sections on Theoretical Sociology (1989–1990) and Organizations and Occupations (1980–1981). Professor Ritzer has been Distinguished Scholar-Teacher at the University of Maryland and has been awarded a Teaching Excellence award. He has held the UNESCO Chair in Social Theory at the Russian Academy of Sciences and a Fulbright-Hays Fellowship. He has been Scholar-in-Residence at the Netherlands Institute for Advanced Study and the Swedish Collegium for Advanced Study in the Social Sciences.

Dr. Ritzer's main theoretical interests lie in metatheory as well as applied social theory. In metatheory, his contributions include *Metatheorizing in Sociology* (Lexington Books, 1991), *Sociology: A Multiple Paradigm Science* (Allyn and Bacon, 1975, 1980), and *Toward an Integrated Sociological Paradigm* (Allyn and Bacon, 1981). His major works in the application of social theory, especially to consumption, include *The McDonaldization of Society* (Pine Forge Press, 1993, 1996), *Expressing America: A Critique of the Global Credit Card Society* (Pine Forge Press, 1995), *The McDonaldization Thesis* (Sage, 1998), and *Enchanting a Disenchanted World: Revolutionizing the Means of Consumption* (Pine Forge Press, 1999). Professor Ritzer's work has been translated into many different languages; there are a dozen translations of *The McDonaldization of Society* alone.

In 1997 McGraw-Hill published the first edition of Professor Ritzer's *Postmodern Social Theory*. In 2000 McGraw-Hill will publish the fifth edition of Dr. Ritzer's *Sociological Theory* and the third edition of his *Classical Sociological Theory*.

