Sabotage Down the Line

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Rationalization is the framework for globalization, making globalization possible. Built upon empirical knowledge to maximize an organization’s efficiency, rationality is the model by which globalization adapts and grows. Although globalization as a whole is passive in operation, this system for globally moving goods and services mirrors George Ritzer’s developments in his McDonaldization theory. Expanded from Max Weber’s theory of rationalization, McDonaldization is the blueprint for the modern society’s functionality. Subsequently, consumption and its players face sabotage and disenchantment (Ritzer).

Taken from Weber’s work in the ideal-type bureaucracy, emphasis on rationality and efficiency is the most effective way to accomplish goals (Ballantine). Ritzer’s theory hinges on efficiency of an organization’s methods, calculability regarding informed processes’, overall predictability, substitution of nonhuman means with human process, and the micro control of interactions (Ritzer). Globalization depends upon these elements of McDonaldization.

Efficiency as inspiration for the formal organization has stimulated globalization dramatically. Stream-lined production, profit maximizing efforts, and cost reducing agents have marked the globalization movement from its post-colonial beginnings. The proponents preferring these means of efficiency perceive costs like the World Bank does, where “public sector inefficiencies hinder service delivery” (Understanding).

Without calculability, globalization is immobile. To function optimally, globalization must be devoid from detrimental flux that negates rationalized efficiency. Naturally, as imperfect systems breed imperfect functions- flux develops, creating Ritzer’s irrationality of rationality (Ritzer). Calculability is implemented to minimize this
irrationality, developing expectant outcomes and troubleshooting deviance from the plan. Knowledge of methodical processes’ and their outcomes address the need for standardization and consistency. Here, quantity squashes quality and the preciseness of accuracy is elevated.

Predictability tells America it wants it’s fries done right. Variance is like sand in the wheel of rationalization. If one can calculate, one can predict a pool of potential results and prospective sanctioning, then elevating a operation to a high-level of goal-satisfaction predictability. Globally, “rationalization involves the effort to ensure predictability from one place to another” (Ritzer). Globalization must predict the expediency and feasibility of all components involved to maintain and improve efficiency. Production and consumption of goods is catalyzed by the increase of predictability.

Human utility supplies variance in labor application, discrepancy in quality of production, and inevitable error in the stability of interaction. Rationalization is hindered by these inconsistencies and seeks to extract as much human interference as possible. A minimal training work environment maximizes the reduction of human errors. Machines, reliable until broken, allow rationality to advance the grounds of competition, and companies to reduce their risks.

Control of interaction, image, and perception is instrumental in “rational systems [which] are oriented toward, and structured to expedite, control in a variety of senses” (Ritzer). Rational bureaucratic systems are set in motion so as to reduce predictable and unpredictable flux, and “to allow for greater control over the uncertainties of life” (Ritzer). The scripted lines, minimized roles, and automation of tools in McDonaldized
organizations, “exert extraordinary control over the people who labor in them,” let alone their target consumer, and any other player in the commodity chain (Ritzer).

People consume now with built-in value placement that declares them to be better off if they have this or that. In fact, one is not satisfied any longer unless they have attained a certain something. We know, however, at a basic level of human existence that the acquiring of things or even the completion of attainment does not fulfill one’s needs. As a sub-note, this is one of the reasons that rationality as a means cannot satisfy goals an organization without the mixing of irrationality and inefficiencies. Contrary to operation in this type of existence is the understanding that human fulfillment is not derived from efficiency or the calculability of surrounding components and actors.

Extreme rationality in the globalization process gears society towards a dualistic nature of apathy and sabotage. Sabotage is the reaction from a player who perceives inefficiencies in the system, thus creating action to fix flaws or deconstruct operation. Apathy, coupled with sabotage inevitably revamps facets of rationalization through deviance from irrationality.

McDonaldization when manifest, mostly achieves the success it seeks. Companies and consumers alike, produce and consume with sameness of mind to achieve the quality of rationality. This, to the betterment of the consumer, company, and market of consumption. Markets profit from openness. The goal of globalization is a market of openness, hinged on reliability from mutual benefiting players, producing countries and producing companies. Products do not benefit from variance, they benefit from reliance. Reliability in aesthetic and consummation nature. Buyers benefit from all of rationalizations purposes, but not all carried out actions.
Capable of producing these desired results, rationalization also generates inefficiency and detriment. Since efficiency is inherently neutral in character, taking on the color of its imposed mechanisms is natural. Even nature is efficient. Take Keith Porter’s view on globalization, “[It] is much like fire. Fire itself is neither good or bad. Rationality comes with cost, and the price is irrefutable. With its focus on profit, product, and bureaucratic well-being, rationalized systems of global commerce pay little heed to human needs and ethics, forcing its practices and detriment on global culture.

This is evident upon examination of the negative repercussions of globalization.

In many ways cutting the excess from operating mechanisms shows great benefit. Unfavorable outcomes occur when means become ends, providing rational irrationality (Ritzer). Ignacio Ramonet, in his article Vulture Funds says this of rationalized process’, “the four great principles of corporate “rationalization:” reducing employment, squeezing salaries, increasing the work pace and outsourcing” (Adbusters). The process of rationality must remain a process to limit its sphere of damage.

The effects of rationalization and globalization are unquantifiable. As a result, they can hardly be measured and termed in their own benefit to cost comparison. Although hard to measure, Ritzer theorizes that rationality is filled with irrationality, and in and of itself is a high-quality way to accomplish its ultimate goals. Ritzer states, “Quality is notoriously difficult to evaluate (Ritzer).”

Rationalization is necessary for satisfaction in regards to the production, growth, and consumption, by and for global powerhouse corporations. Rationalization, is necessary for supposition, regarding production and growth by global powerhouse corporations.
Ritzer’s theory of McDonaldization enables a society drunk on consumption and production to objectively view itself rationalizing. In every sector of society an increase of emphasis is placed on efficiency, predictability, calculability, replacement of human by nonhuman technology, and control over uncertainty, inevitably promoting apathy and sabotage down the line (Ritzer). Rationality always produces dissatisfaction among involved peoples because of the disregard for human emotion and its dehumanizing qualities. Although, ultimately rationality has brought innumerable advantages, it has also created a number of problems, which threaten to accelerate problematic growth in the years to come. Inflexibility in rationality negatively affects the ability to satisfy goals. Greater control over the process of rationalization is needed.
References


