

All of globalisation, access and ideology significantly influence continuity in the consumption of McDonalds as a form of popular culture.

The empire of McDonalds began as a local hamburger and fries ~~and~~ take-away shop owned by Dick and Mac McDonald in 1950's San Bernardino, California, and joined by "Multi-mixe" Ray Kroc shortly after their establishment, who brought, with the milk-shaker, an ideology of production later seen in Fordism; that is, <sup>maximum</sup> production and sales of food ~~with~~ <sup>with</sup> minimum work, preparation, cleaning up, time and cost. ~~for maximum~~ The McDonald brothers "keep it simple" principle and value of an uncomplicated, relaxed lifestyle was quickly accelerated by Kroc and his ideas from local, to nation to global success, making today's McDonalds and the continuity of consumption a prime example of popular culture and its essential ~~and~~ ~~concepts~~ concepts of globalisation, ideology and influence.

Globalisation of the McDonalds enterprise has made for widespread access, and widespread access, has in turn increased the globalisation of the world's societies and cultures.

Ritzer postulates that wide spread access to McDonalds consumption across cultures and societies means that individuals are less likely to encounter prejudice on account of gender, ethnicity, race, age or disability. It could be argued however that these promises of Globalisation are only true in that all forms of social and cultural differentiation and individualism will perish. McDonalds and the popular culture it represents perhaps spreads through ~~the~~ widespread access the acceptance of one global culture: the danger in this is what that culture will be - capitalism and the domination of powerful countries over developing and poor countries is likely an integral factor.

The access that individuals across the world have to McDonalds is perpetuated by a cyclic

ideology that many <sup>global</sup> enterprises like McDonalds have employed: "The Family Restaurants" of the "Golden Arches" appeals to individuals across society: Children are the most obvious group, attracted by "McHappy Meals", play equipment, ~~and~~ <sup>the</sup> Ronald McDonald mascot and a generally playful, "fun" atmosphere.

Parents in turn are grateful for the clean environment — such as the toilets and aforementioned play equipment, and simple, affordable ~~and~~ and above all, predictable menu that their families can choose from with minimal fuss. The elderly generally approve of McDonalds — they too have had a lifetime of McDonalds as an example of mass culture, and value the same friendly, convenient places as parents. Teenagers, <sup>often</sup> with independence, meeting with friends, and cheap predictable food in mind also appreciate McDonalds. Clearly McDonalds appears to be accessible to persons across society, making for a continuity in <sup>its</sup> ~~the~~ consumption.