



كلية دبي للإدارة الحكومية  
DUBAI SCHOOL OF GOVERNMENT

**The Dubai School of Government  
Distinguished Lecture Series**

takes great pleasure in inviting you to attend a lecture entitled

**“How Can Today's Globalized Temples of Consumption  
Avoid Becoming Tomorrow's Global Dinosaurs?”**

*By*

**George Ritzer**

*Distinguished University Professor  
University of Maryland*

Dubai School of Government  
Convention Tower, 13th Floor



Moderated by Sultan Sooud Al-Qassemi  
Tuesday, May 26, 2009

6:00 - 6:30	<i>Reception</i>
6:30 - 7:00	<i>Lecture</i>
7:00 - 7:30	<i>Q/A</i>

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### About the Lecture

The process of globalization is extremely powerful and, in fact, we can be said to be living in a “global age.” Globalization is defined here as “a transplanetary process or set of processes involving increasing liquidity and growing multidirectional flows, people, objects, places and information and the structures they encounter and create that are barriers to, or expedite, those flows.” Various terms employed in this definition—processes, flows, liquids and expediting structures—help us to understand the global spread of the “cathedrals of consumption,” the economic slump that began in late 2007, and the impact of that slump on consumption (as well as “hyperconsumption”) and the cathedrals of consumption around the world. In this lecture, Dr. Ritzer will argue that globalization expedited the revolution in consumption in general, and the cathedrals of consumption in particular, and that at the end of the first decade of the 21st century it may well be expediting the devolution of both. That is, consumption is in decline and savings is up—at least in the short run—and the cathedrals of consumption, especially the most spectacular of them, now look increasingly like dinosaurs possibly on the brink of extinction. This is seen as a big problem in the U.S., the source of most of the modern cathedrals of consumption, but even more in other countries to which the cathedrals of consumption have been exported. Special attention is devoted to Las Vegas, as well as Dubai and Macau, areas that have witnessed a massive expansion of the cathedrals of consumption. It is in those areas, especially among the newer cathedrals of consumption, as well as those under construction, that we see the greatest danger of “Dinosaurization.”

### About George Ritzer

George Ritzer is Distinguished University Professor at the University of Maryland. Among his awards: Honorary Doctorate from La Trobe University, Melbourne, Australia; Honorary Patron, University Philosophical Society, Trinity College, Dublin; American Sociological Association Distinguished Contribution to Teaching Award. He has chaired the Section on Theoretical Sociology, as well as the Section on Organizations and Occupations, of the American Sociological Association. Among his books in metatheory are *Sociology: A Multiple Paradigm Science* (1975/1980) and *Metatheorizing in Sociology* (1991). In the application of social theory to the social world, his books include *The McDonaldization of Society* (5th ed., 2008), *Enchanting a*

Disenchanted World (2nd ed. 2005), and The Globalization of Nothing (2nd ed., 2007). He is currently working on The Outsourcing of Everything (with Craig Lair, Oxford, forthcoming). Sage has published two volumes of his collected works, one in theory and the other in the application of theory to the social world, especially consumption. In the latter area, he is founding editor of the Journal of Consumer Culture. He has edited the Blackwell Companion to Major Social Theorists (2000) and co-edited the Handbook of Social Theory (2001). He has also edited the eleven-volume Encyclopedia of Sociology (2007) and the two-volume Encyclopedia of Social Theory (2005). In the area of globalization Blackwell has published his The Blackwell Companion to Globalization (2008) and will publish Globalization: A Basic Text (2010). His books have been translated into over twenty languages, with over a dozen translations of The McDonaldization of Society alone.

### **About the Dubai School of Government**

The Dubai School of Government (DSG) is a research and teaching institution focusing on public policy in the Arab world. Established in 2005 under the patronage of HH Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the United Arab Emirates and Ruler of Dubai, in cooperation with the Harvard Kennedy School, DSG aims to promote good governance through enhancing the region's capacity for effective public policy. Toward this goal, the Dubai School of Government also collaborates with regional and global institutions in delivering its research and training programs. In addition, the School organizes policy forums and international conferences to facilitate the exchange of ideas and promote critical debate on public policy in the Arab world.

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