

**McWorld** (and associated terms such as McJob, for low-wage, non-unionised repetitive work): coined from the worldwide spread of McDonald's food chain. Because of the standardisation of a narrow range of product in the twenty thousand worldwide McDonald's outlets, and its identification with US capitalism, the term often signifies a completely standardised, Americanised world, despite slight 'local' variations.

Some accounts of globalisation characterise it as a homogenising process, leading to 'McWorld' (see Herman and McChesney). Others suggest that 'local' characteristics persist, sometimes in the form of fierce religious or ethnic loyalties; sometimes in the form of local foods, costumes, customs and versions of history.



Figure 15.1 'McWorld': the global/local economy.



Figure 15.2 2001 Sydney Olympics: the spectacles of sport within globalised media.

### ACTIVITY 15.1

Use a videotape or photos of the opening ceremony of the latest Olympic Games (or any other world sports event). Research the following

- What are the ratings figures for the ceremony?
- How are 'Third World' nations represented or orchestrated in the ceremony?
- How is the 'local' place of the ceremony represented?
- How, if at all, are differences, disputes between nations represented?
- What are the 'production values' of the event?
- Which countries do these represent?
- How is the spectacle 'gendered'?

If you can, record coverage of the Para-Olympics (for athletes with disabilities) and note the main differences in the ways this event is constructed.