Abstract

Purpose
Architectonics is proposed as a dialogic theory and method to research three discursive spheres: McDonald's corporation, McDonaldization, and McDonaldland.

Design/methodology/approach
Bakhtin proposed architectonics as a new method for the human sciences, one that interanimates cognitive with ethical and aesthetic systemness. This essay develops architectonics further, and applies it to the study of globalization and localization of the McDonald's and Wal-Mart corporations, which now cohabits with each other in New Mexico (and elsewhere).

Findings
A general inquiry system is suggested as a framework to analyze the architectonics of other organizations, in future international studies.

Originality/value
Through the application of the notion of architectonics to the McDonald's and Wal-Mart corporations the authors develop an innovative approach to understanding organizations.

Keywords
Narratives  International organizations  Organizational theory  Ethnocentrism

Citation

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Architectonics of McDonald’s cohabitation with Wal-Mart. D. Bojé, Esther Enriquez, M. T. Gonzalez, E. Macías. Sociology. 1 December 2005. Purpose – Architectonics is proposed as a dialogic theory and method to research three discursive spheres: McDonald’s corporation, McDonaldization, and McDonaldland. Design/methodology/approach – Expand. 3. Wal-Mart will need to implement these recommendations if they are going to remain at the top of the Fortune 500, while simultaneously keeping a good reputation and making their name synonymous with cheap prices and good quality merchandise. Table of Contents. Executive Summary . 2 Table of Contents . 3 I. Background . 4 Timeline . 8 II. A Summation of All Things McDonald’s – McDonald’s envisioned a new central office that would speak to an increasingly urban and health-conscious culture. Part corporate headquarters, part cultural center, school and history museum, the new West Loop office illustrates the power of place to bring people together in a common purpose. Like co-authors joining forces on one big story, IA and O+A turned each floor into a chapter. A multidirectional staircase in the building’s central atrium provides a striking focal point and an avenue for casual interaction, but also symbolizes the M.C. Escher-esque sensation of moving forward in many directions at once. Shared spaces up and down that atrium spell out the story.