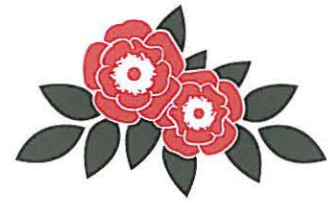


NEWS RELEASE

UNIVERSITY
— OF CENTRAL —
LANCASHIRE



US Academic offers food for thought

A top American academic, author of the highly original “The McDonaldisation of Society” will be flying in to speak at a major conference hosted by the University of Central Lancashire.

Professor George Ritzer will be the keynote speaker at the conference for The Americanisation and the Teaching of American Studies Project (AMATAS), to be held on 17 January 2003. He is famous for his international contribution to the understanding of America’s global power and consumerism and for his controversial book, written in 1993.

The AMATAS Project is co-ordinated by the University of Central Lancashire, along with the University of Derby and King Alfred’s College, Winchester. It is the only funded project for the Development of Teaching and Learning in the American Studies subject area. The conference will mark the conclusion of the project and Professor Ritzer will take as his theme, “Americanisation and Globalisation”.

-ends-

13 January 2003
nr003pc

Note: For more details about Professor Ritzer’s visit and the AMATAS Conference, please contact Dr Alan Rice, tel: 01772 893020.