What is Ideology?

1. Ideology: "a system of ideas & ideals, especially one which forms the basis of economic or political theory and policy; the set of beliefs characteristic of a social group or individuals." (OED).

   Ideologies are sets of ideas which give some account of the social world.
   - partial, selective.
   - related to the ways in which power is distributed socially.

2. Example: Political Ideologies.
   - Competing claims.
     - U.S.
       - E.g. Libertarianism & Social Democracy.
     - Self vs. Social & Individuals vs. Collective.
     - One require from laws, one not.

3. Consider: Ideological claims seem obviously true, natural, & universally applicable.

   Quotation from Stephen Duncombe:
   "Politics ... tell the world we see."

4. The Role of Perspective.
   Terrorist vs. Freedom Fighter.

5. Power relationships characterized & maintained by ideology.
   - Forcefully imposed or willingly subscribed to.
   - Held consciously or unconsciously.
6. Hegemony.
   → "Leadership or dominance, especially by one state or social group over others". (OED).
   "Preponderant influence or authority over others; the social, cultural, ideological.
   → What do you do?" → to sum the ideological hegemony
   → Ideology shapes the story, the narrative of our lives.
      - Connects to history.
      - Connects to epistemology.
      → What do we know? How do we know?

   → Quotations from Paulo Freire, « Pedagogy of the Oppressed ».

   → But our story or narratives is not a universal constant.
      - Ideals are shaped by ideology.
      - We value whatever is valued within our society.
   → Presented as "natural", "objective", and "common sense".
      "It is what it is."
      → Socially constructed.
      → "Normal" → Reality.

   → Within any culture or society, numerous ideologies coexist.
      - Some are marginalized, others are hegemonic.

7. Cultural Hegemony (by Antonio Gramsci).
   → Ruling class superimposes its value on the lower class.
   → Persuading them to accept the status quo, despite this being against their better interests.
   → Assumption, meaning = reality.
Cultural hegemony is how a dominant culture maintains its dominant position.

Cultural hegemony is facilitated by the "cultural industry." Resistance is nipped by using the very tools of that culture itself.

Make some "symbol" into products.

Mass Culture & "the cultural theory." Culture & cultural forms become products for "selling" to population.

Cultural industry → 8th. constructed/manufactured.

Likened to a factory.

Cultural industry → promoting acceptance & reproduction of the norms of a society, culture forms & culture become products for "selling" to population. It implies 8th construction.

e.g. Mercator Map.

eg. "Terrorist." Search on Google:

Islam = ???

But, ideologies are not static. Massive fluctuation over time.