

# ideology

**what's under the carpet?**

**a way of looking at the world;  
unveils what appears to be common sense or the norm**

A coherent system of ideas; relies on basic assumptions about reality that might or might not have any basis in fact

neither right nor wrong; a relativistic intellectual strategy

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György Lukács: ideology: a projection of class consciousness  
(of the ruling class)

Antonio Gramsci: cultural hegemony: explains why the working-class  
has a false conception of what their best interests are.

Louis Althusser: social practices come first, then beliefs and ideas  
(not the reverse).

Pierre Bourdieu: all ideology (including Marxism) results from social life

Deleuze: becoming-other

Michael Oakeshott: ideology: "the formalized abridgment of the  
supposed sub-stratum of the rational truth contained in tradition."

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Feminist critique: nature vs. nurture  
(primate hierarchies, only human have “culture”)

Noam Chomsky: ideological homogeneity is achieved by restricting and filtering the political, social, and economic information transmitted by mass communication.

Scientific imperative

Scientific rhetoric for the public: TV science shows

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## Ad Busters



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## *Ad Busters*

