

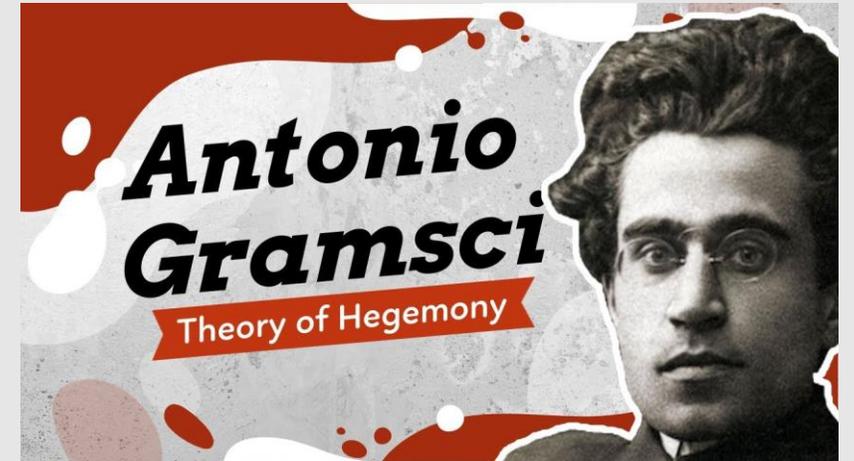
IS THAT HOW THEY SEE ME

DAY 2
HEGEMONY AND IDEOLOGY

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Hegemony

- Origins of the term-
 - Antonio Gramsci
 - Draws attention to society's "super structure"
 - Struggles over meaning and Power
 - Stems from Marxist notions of society
 - Ruling classes who control society also control its political and primary ideological institution (Marx and Engels, 1960) {Cited in Altheide, 1984}



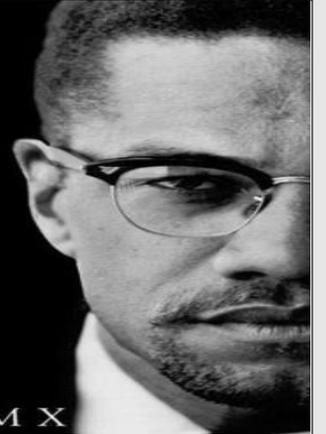
Hegemony

- Defined
 - “asymmetrical interdependence of political-economic-cultural relations between and among social classes within a nation (Lull, 1995)
- Gramsci
 - Hegemony is part Force and part Consent (Klein, 2016)

Media Hegemony

**"If you're not careful,
the newspapers
will have you hating
the people who are
being oppressed,
and loving the people
who are doing
the oppressing."**

MALCOLM X



Media not a place of democracy, instead apparatuses of hegemony (Groshek and Han, 2011)

- Media, are tools that ruling elites use to “perpetuate their power, wealth, and status (by popularizing} their own philosophy, culture and morality”
- Media “introduces elements into individual consciousness that would not otherwise appear there, but will not be rejected by consciousness because they are so commonly shared in the cultural community”
 - Stuart Hall (Cited in Altheide, 1984)
 - Media products are messages in code about the nature of society, the nature of productive relations within the media themselves and institutional domains and social processes.
 - Carrage (1993)
 - ...some researchers have argued that journalistic construction of reality legitimate and reinforce the existing political and social order
 - Denigrate and inhibit dissent...

Hegemony

Stuart Hall on hegemony...

“framing of all competing definitions of reality within (the dominant class’) range bringing all alternatives within their horizons of thought. (The dominant class) sets the limits – mental and structural --- within which subordinate classes ‘live’ and make sense of their subordination in such a way as to sustain the dominance of those ruling over them”

Hegemony...

- Back to Gramsci (Lull ,1995)
 - Hegemony requires that ideological assertions become self-evident cultural assumptions. Its effectiveness depends on subordinated peoples accepting the dominant ideology as “normal reality or common sense...in active forms of experience and consciousness”

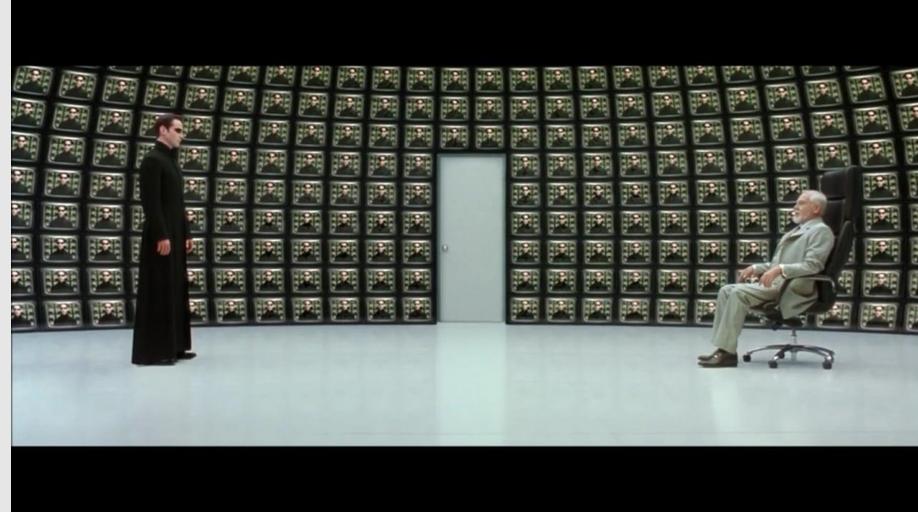


- Hegemony can go undetected!!!



Hegemony

- Counter-Hegemony
 - Counter-culture...
 - Resistance to power (Klein, 2016)
 - Social movements
- Hall
 - Ideological counter-tendencies regularly appear in the seams and cracks of dominant forms...challenging central political positions and cultural assumptions.
 - Rap music
 - Rock music
 - Graffiti
- Alternative Media (Groesbeck and Han, 2011)
 - Power resistance



Resistance is Futile...



Ideology

- Hall (2018)
 - Ideology refers to those images, concepts and premises which provide the frameworks through which we represent, interpret, understand and 'make sense' of some aspect of social existence.
 - Carriers of ideology
- Althusser (Hemlatha, 2019)
 - Ideological State Apparatus
 - Social institutions serve to transmit ideologies
 - Education
 - Religion
 - Family
 - Trade Unions
 - Law
 - **MEDIA**

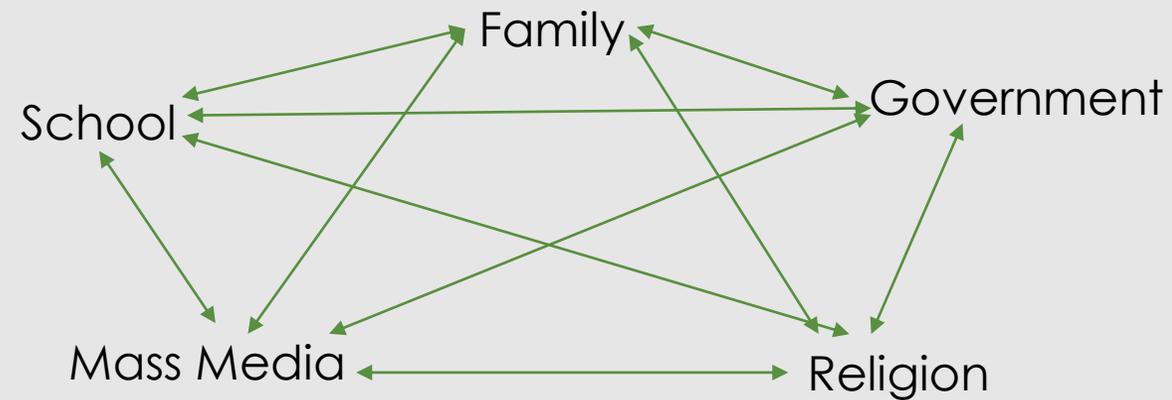
The "I" in Alice: Alice's Imaginary Self



☞ The Mirror Stage and the configuration of one's ideas about one's self and the *other* using one of Alice's adventures



Social Institutions (Normalization)



Ideology

1. Ideologies do not consist of isolated and sperate concepts, but the articulation of different elements into a distinctive set or chain of meanings.
2. Ideological statements are made by individuals: but ideologies are not the product of individual consciousness or intention. Rather we formulate our intentions within ideology.
 1. Unconscious process
3. Ideologies work by constructing for their subjects (individual and collective) positions of identification and knowledge which allow them to utter ideological truths as if they were their authentic authors.

Ideology

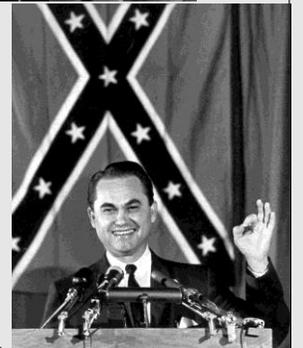
- Racism expressed (Hall, 2018)

1. Overt

1. Occasions when open and favorable coverage is given to arguments, positions and spokespersons who are in the business of elaborating an openly racist argument or advancing a racist policy or view.

2. Inferential

1. Naturalized representations of events and situations relating to race, whether factual or fictional which have racist premises and propositions inscribed in them as a set of unquestioned assumptions



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