

# Ideology

The “Isms” of Political Life

# Ideology is NOT Propaganda

- Propaganda is deliberate attempt to gain political influence by focusing on a narrow or limited range of issues
- These are often presented in misleading ways

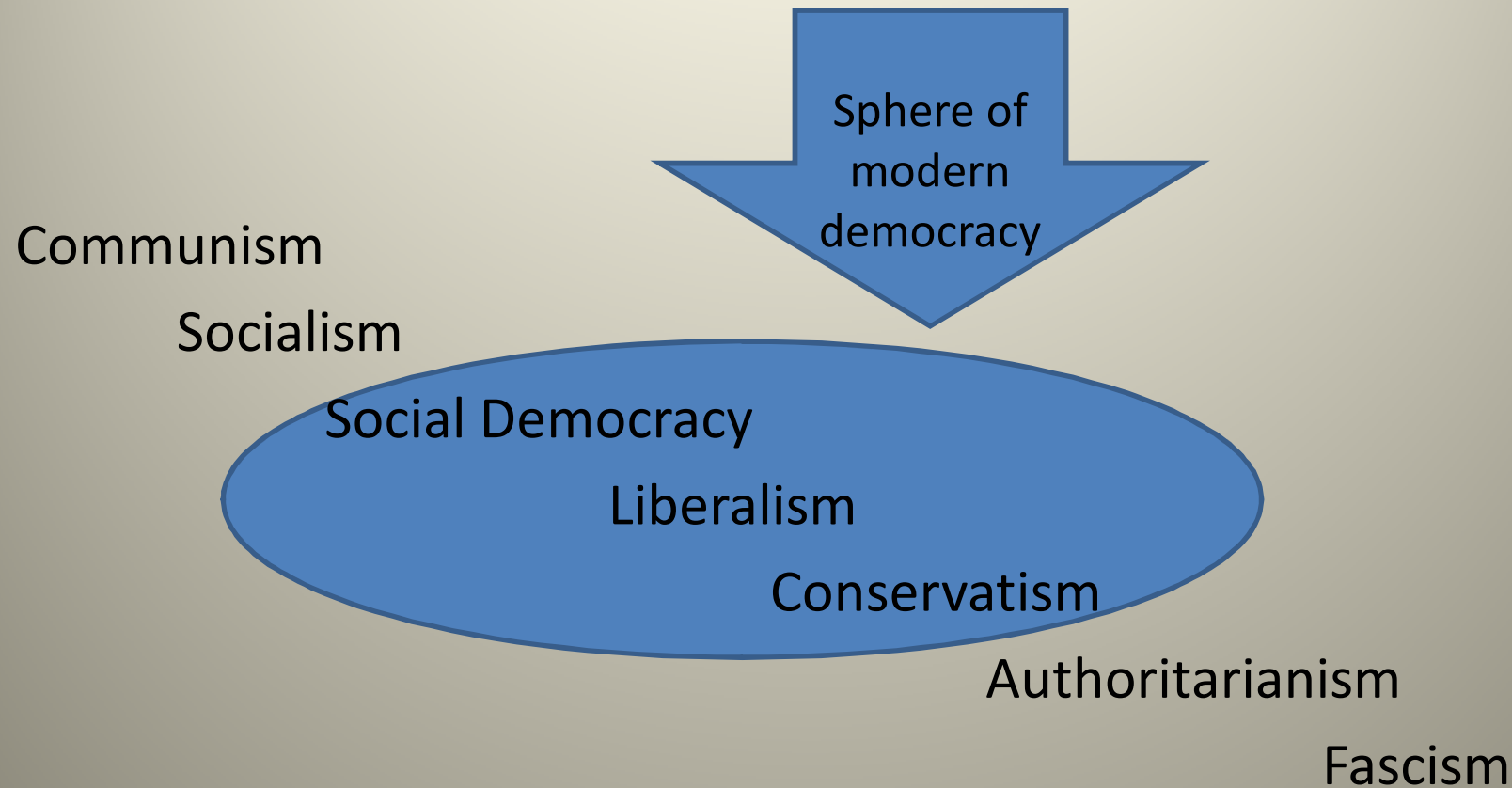
# Ideology is NOT Political Culture

- Political Culture refers to the mass public attitudes and opinions about politics and the political system
- Such variables are evaluated “individually” through surveys OR “institutionally” by examining things like the constitution, political party systems or structure of government

# IDEOLOGY

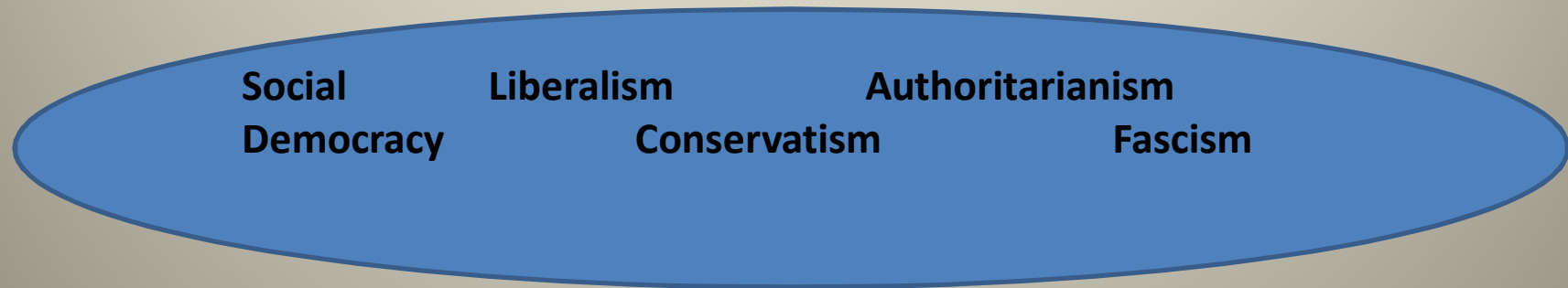
- Ideology is a world view within which political values, attitudes and beliefs are shaped and articulated
- Ideology deals with questions of human nature, the foundations of knowledge, understanding of history, and socio-political and economic arrangements
- Ideology involves subliminal, affective responses of human beings to their lived experience
- Ideological views may be supportive of the dominant order or reflect broad positions of challenge to that order

# Major Ideologies from Left to Right



# The Sphere of Capitalism

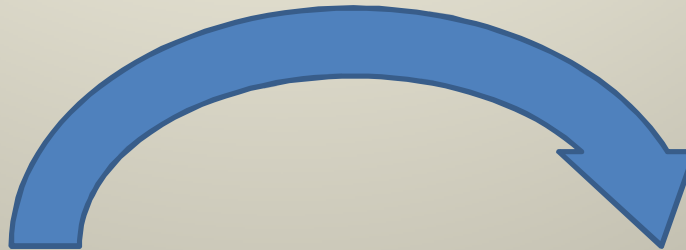
CAPITALIST ECONOMY



# Sphere of Patriarchy (rule/societal domination by men)

Lighter

Heavier



**Social Democracy**

**Liberalism**

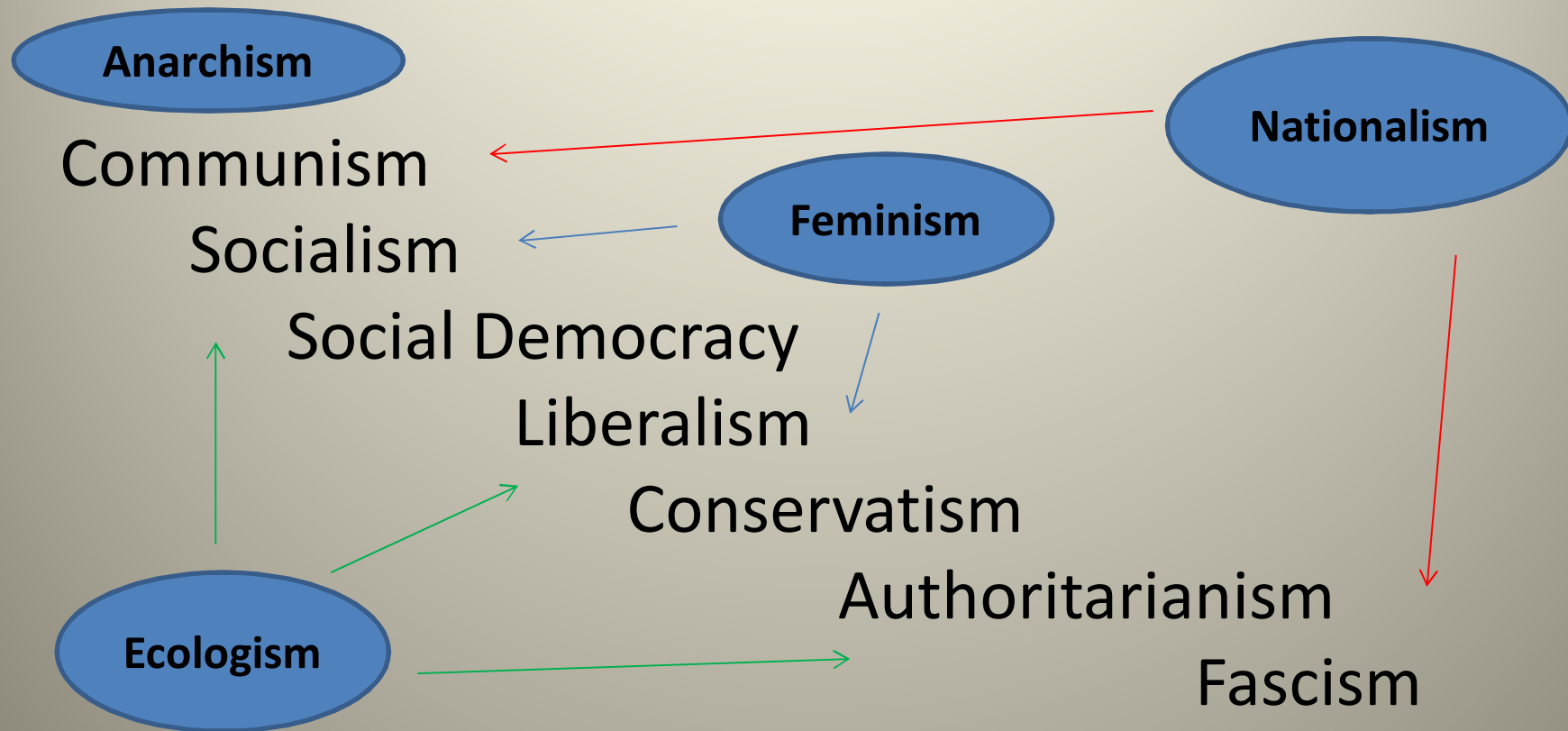
**Conservatism**

**Authoritarianism**

**Fascism**



# Variable Ideologies





# Fundamentals of Modern Democracy: Liberalism

- Human beings are “individuals” at the most basic level of their existence
- Individuals are self-made and it is only the market which brings them together (into “order” or a “common good”)
- Market is realm of freedom and individual liberty and individuals are free to enter into market contracts
- “Legal subject” in terms of equality before the law emerges as a key social category

# Fundamentals of Modern Democracy:

## Conservatism

- Believes market society has tendency to push other forms of social influence such as religion, family and status too far into the background
- Believes that older institutions should be “conserved” as their persistence for generations proves their value
- Debate exists on whether conservatism is “ideology” in its own right or simply a justification for power and privilege in society
- Conservatives themselves use the word “ideology” in a negative sense in reference to ideas about political change

# Fundamentals of Modern Democracy: Social Democracy

- Belief that state must play role in support/underwriting of capitalist market
- Associated with writings of John Maynard Keynes who sought to save capitalism from socialist challenge following Great Depression of 1929
- Welfare state to ensure equality of opportunity and social security through life with social wage

# Neo-liberalism

- Very seductive ideology in its appeal to youth, self-centeredness, individualism, consumerism
- Values “the market” in itself irrespective of market outcomes
- The operation of “the market” is upheld as an ethic serving as a guide for all human action thus substituting for previously held ethical beliefs

# Neo-conservatism

- “Neo-cons” accept neo-liberal maxims concerning market and state but believe these should be supplemented with counterattacks against social liberalism which they view as going too far
- In the US the neo-con tendency has been to support things like Christian religious teachings in schools, rollback of affirmative action programs, questioning women’s right to make choices about her body with regards to reproduction