IDEOLOGY KO

eduqas

Definition

Ideology is a set of beliefs, ideas and values that permeates a social group.

Dominant ideology?

- The dominant or ruling ideology of society is called **'hegemony'**.
- These ideologies are held by those 'in charge', and they are usually, 'traditional', male POV, hetero-normative and white-centric.
- How do the 'ruling classes' see the world? Or how the world should be?
- They are context dependent; a country's dominant ideology can shift - is this true of your film? Was it made at a time of ideological change?

Does your film uphold these beliefs?

Yes: My film reinforces traditional beliefs and values. Mainstream values 'win' in the end.

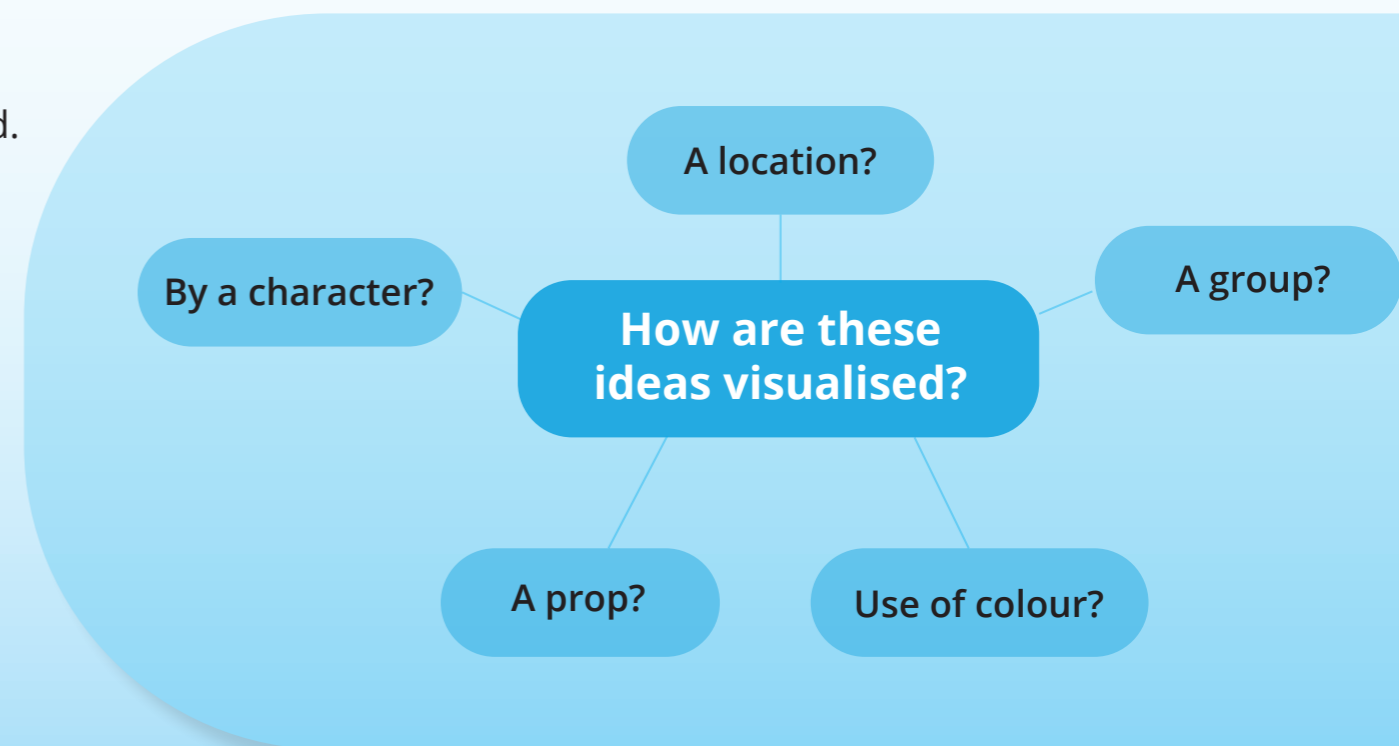**No:** My film subverts the mainstream ideas, it shows the world from a different POV.

Bit of Both?
- Does the director offer the audience different ways of thinking and ask YOU to make a choice? How do they do this? Is one character or POV more sympathetic than another? Is a character's motivation ambiguous?
- Do you agree with what characters say and do? How is the director manipulating your reading of their actions?
- What is the difference between how characters with different ideological beliefs are represented?

By a character? — A location? — **How are these ideas visualised?** — A group? — A prop? — Use of colour?

What is the director trying to tell you about the world? What is the message?

- What is the film really about? What is the 'big' idea about how the world should be?
- What is the final message of the film? Who 'wins' the battle of ideologies?
- What debates and social discourse is the director prompting?
- What character voices the POV of the director?
- What views does the antagonist hold? Who do they represent?
- Does the director ask you to question your own beliefs?
- Does the film exist in a world that replicates our own? Or does it offer a better/worse alternative?

How are you going to introduce your area?

In your intro, you need to tell the examiner what ideological critical approach you are using. How are you going to phrase that?