

I. HEGEMONY

1. Leadership metaphor: leader vs boss

- A Hegemonic class: organizes its rule by *linking the interests of subordinate classes and groups to its own*.
- **Burawoy's analysis of work:** *despotic organization* of work vs the *hegemonic organization* of work.

2. Ideological Hegemony: Moral and Intellectual Leadership

2.1 Two visions of antagonistic ideologies & ideological struggle:

- *confrontation of two paradigmatic ideologies.*
- *struggle on the terrain of ideology rather than between ideologies.*

2.2 Moral leadership requires

2.3 An example: articulation of elements in bourgeois ideology & socialist rearticulation

2.4 Intellectual leadership

3. Hegemony and Counterhegemony: Ideological Class Struggle

4. Hegemony & marginalization: the dilemmas of radical opposition

II. LEGITIMATION: IDEOLOGY & NORMS

1. The Normative Dimension of Ideology

- *Mystification reinforces legitimation.*
- *Legitimation obstructs demystification*

2. An example: Individualistic competitiveness.

2.1 Three normative beliefs

2.2 Explanations of prevalence of individualism

- **Indoctrination/socialization**
- **Cognitive dissonance**
- **Character structure**
- **Social practices**

3. Coercion, consent & norms within capitalist production

- **authority norms**
- **legitimacy of orders**
- **norms of reciprocity:** fair-days-work for a fair-days-pay
- **solidaristic norms** among workers: shirking hurts other workers