

## **I. HEGEMONY**

### **1. Leadership**

### **2. Moral and Intellectual Leadership**

2.1 Two visions of what it means to have an antagonism to oppositional ideological systems:

a) *Ideological struggle as the confrontation of two paradigmatic ideologies.*

b) *Ideological struggle as struggle on the terrain of ideology rather than between ideologies.*

2.2 Moral leadership means: incorporating popular/oppositional moral elements into the hegemonic ideology

2.3 An example: articulation of elements in bourgeois ideology defending capitalism vs socialist re-articulation

Bourgeois elements:

- freedom
- democracy
- private property
- equality
- material well-being

How are these “articulated” in bourgeois ideology?

How are these Rearticulated in a socialist ideology?:

2.4 *Intellectual leadership*

### **3. Hegemony and Counterhegemony: Ideological Class Struggle**

### **4. Hegemony and marginalization**

## **II. LEGITIMATION: IDEOLOGY & NORMS**

### **1. The Normative Dimension of Ideology**

- *Mystification helps to support legitimation:*
- *Legitimation obstructs demystification.*

### **2. An example: Individualistic competitiveness.**

2.1 Three normative beliefs that constitute individualism

2.2 Explanations of prevalence of normative individualism

- 1) Indoctrination/socialization
- 2) Cognitive dissonance
- 3) Character structure
- 4) Social practices

### **3. Coercion, consent & norms**

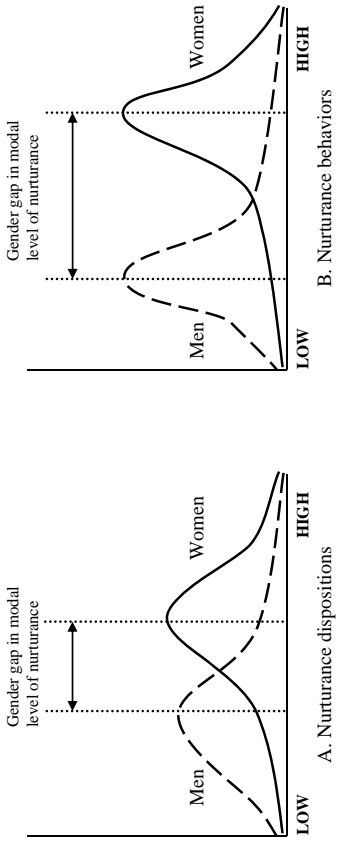
### **4. Transforming norms: an example**

Three facts about gender structures in the world as it is:

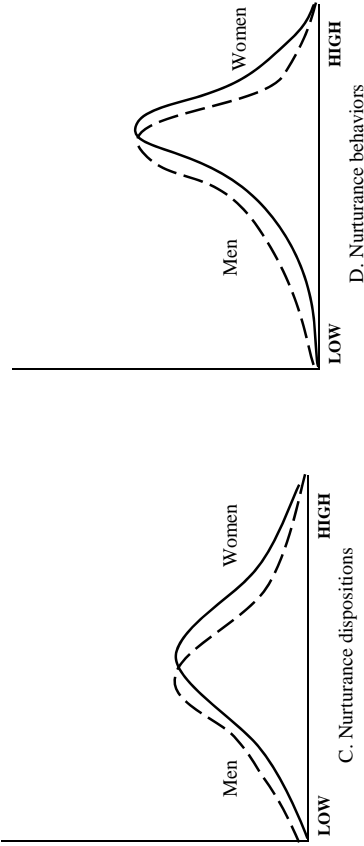
- (1) *Behavioral.* Women are much more likely to take care of young infants than men
- (2) *Ideological.* What exists: women are more nurturant than men. What is good: infant care is women’s work
- (3) *Dispositional.* Whatever the gap in underlying dispositions it is smaller than the behavior differences.

The first two of these reinforce each other to block the translation of dispositions into behaviors. One way of changing the system, is to disrupt (1) through strong incentives, which then weakens (2) which then unleashes (3).

**WORLD WITH STRONGLY DIFFERENTIATED AND EFFECTIVELY ENFORCED GENDER NORMS**



**WORLD WITH DEGENERATED NURTURANCE NORMS**



**Male and Female distributions of nurturance dispositions and nurturance behaviors in worlds with strong gender norms and with degenerated norms**

**Possible trajectories of changes in norms as a result of changes in behaviors**

