

HEGEMONY & LEGITIMATION

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:

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

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

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

2.4 *Intellectual leadership*

3. Hegemony and Counter-hegemony: Ideological Class Struggle

4. Hegemony and marginalization

II. LEGITIMATION: IDEOLOGY & NORMS

1. The Normative Dimension of Ideology

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

2. An example: *Individualistic competitiveness.*

2.1 Three normative beliefs that constitute individualism

- it is good to try to be better than others
- one's worth/status is defined by how well one measures up against other people's performance
- rewards that come from individual competition are justified

2.2 Explanations of prevalence of normative individualism

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

3. Coercion, consent & norms

Example: What is the role of norms in consenting to exploitation?

4. Transforming norms

Example: transforming norms about appropriate male roles

Three facts about the world as it exists today

- (1) *behavioral*: women are empirically much more likely to take care of young infants than men
- (2) *ideological*: beliefs about gender differences: women are more nurturant
- (3) *dispositional*: the gender gap in dispositions is smaller than the gender gap in behaviors

Two scenarios for the erosion of social norms about appropriate role for men in taking care of small children.

