

## Chapter 8 – Ideology and cinema

Ideology as productive and inevitable

- **Ideology** – the ways in which a certain image of one's place in the world becomes internalized and then functions as a guide to proper conduct in a given social context
- Describes the lens through which individuals see and understand how they fit into the social world around them
- Gives individuals an idea of what goals to strive for, which values and beliefs count the most, what groups inhabit society, how to use and adapt common social practices, what cultural ideals deserve emulation
- A productive force allowing people to go about their business in relation to an already established sense of purpose and direction
- **Dominant ideology** – the view of the world that tends to prevail in a given time and place, upholding existing relations of power and hierarchy
- **Alternative ideologies** – ideologies that resist, challenge, or subvert the dominant ideology
  - The belief systems of individuals who feel that the dominant ideology does not meet their needs
- **Ideologues** – those who promote or evangelize a given way of seeing things
- **Consciousness-raising** – arriving at a new state of awareness, seeing things in a fresh way

Ideology, hegemony, and hierarchy

- **Hegemony** – dominance over another social group
- **Hegemonic order** – social distribution of power and hierarchy

Film is sometimes used to challenge the dominant ideology

Progressive (liberal and radical) films

- The acceptance of gay love and ethnic identity in *My Beautiful Laundrette*
- Working class solidarity and a female leader's raised consciousness in *Norma Rae*
- Elements of hypocrisy and greed within a war waged in the name of democracy in *Three Kings* (film is set during first Gulf War)
- Political assassination and the quest for social justice in *Z*
- Militant insistence on black power rather than civil disobedience as a political strategy in *Malcolm X*
- Issues of responsibility and guilt for war crimes in *Judgment at Nuremberg*
- A heroic crusade against corporate abuse of the environment and endangerment of human lives in *Erin Brockovich*
- Abuse of power by tobacco companies versus the intrepid heroism of a whistle-blower in *The Insider*

**Method acting**

- An approach to acting that heightens emotional investment through **identification** with the character's state of mind
- "being" the character