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

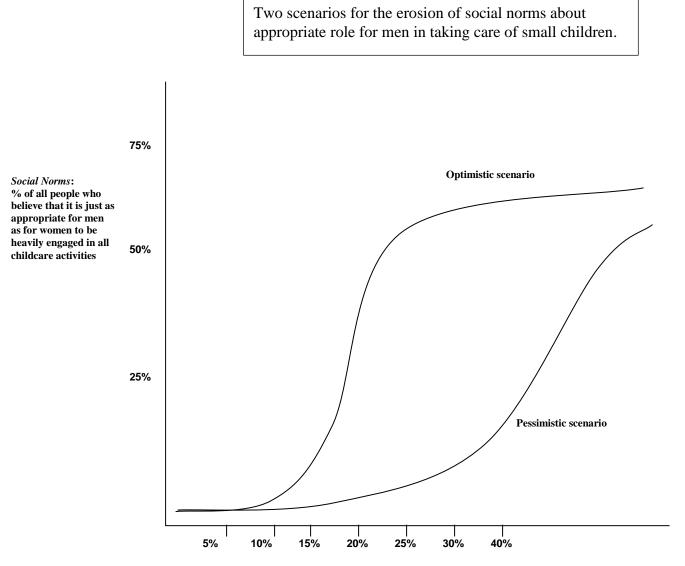
Example: What is the role of norms in consenting to exploitation?

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 then 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



Behavior: % of fathers who take active, publicly visible care of children