

## **IDEOLOGY**

- Ideology is an important concept to understand as it underpins many of the other aspects of media studies.
- An ideology is a world view, a system of values, attitudes and beliefs which an individual, group or society holds to be true or important.
- An ideology is shared by a culture or society about how that society should function.
- Ideology is a body of ideas or a set of beliefs that underpins an institution and leads to social relations.
- These sets of beliefs are those held by different groups in the society.
- The prevalent ones are those which are held by the dominant groups.
- Ideology generally refers to the promoted 'ideals' for which society feels the need to conform to.
- These ideals are influenced by a number of different social institutions like mass media
- In media messages, Ideology is the idea(s) behind the media text.
- It is the agenda of its producers

## **DOMINANT IDEOLOGIES**

- Ideologies that are told to us repeatedly by important social institutions such as the law, education, government, and the media are called dominant ideologies.
- Dominant ideologies are ideologies or beliefs that we live by in our day-to-day lives and often do not question.
- These ideologies become 'natural, common sense' things to do.
- This effectively dissuades people from rebelling against these beliefs, and keeps a sense of stability in society.
- Dominant ideologies include beliefs about gender roles, about the economy, about social institutions, etc.
- Examples of Dominant Ideologies are:
  1. 'Consumerism' has been a dominant ideology in the western world since the industrial revolution. Consumerism is a world view that a person has more worth if she or he has more material possessions and that we are made happier by consuming more goods.
  2. Family values – Families should be joint / nuclear
  3. Work ethics – Those who work hard become successful, whereas lazy work avoiders are looked down upon

## **IDEOLOGICAL MESSAGES IN MEDIA**

- Ideological messages are prevalent in media.
- Identifying these messages is extremely important for everyone in the society.
- These messages are constructed in such a manner that the audience is made to believe that the messages are proposing an activity or belief which is of common sense, when it may not be necessarily so.
- Dominant ideologies are repeatedly told to us by the Media so that these ideologies become the perceived acceptable way of living in the society.
- The producers of the media messages design them with a certain meaning in mind and they hope that the audience will decode their text in a certain way.
- For example, the idea of beauty and the 'ideal' body shape propounded in western magazines. It is accepted as 'natural' that models in magazines should be young and drastically underweight.
- We know that this kind of body shape is not healthy.
- Another example of an ideological message in the media could be related to family values. In many television serials, it is shown that in a joint family there are a lot of problems among the family members.
- We know that it is not necessary that every joint family has problems. There are joint families in which people are living happily.
- Another example could be related to beauty products. Some of the beauty products which are advertised are supposed to ensure that you develop a radiant skin complexion. These products are supposed to make you more confident about yourself.
- We know that confidence comes from self-belief.

## **CONCLUSION**

- These ideological messages are embedded within all media
- As teachers, it is very important to identify and understand these ideological messages.
- You need to provide guidance to your students so that they do not get affected by these media messages.