I. HEGEMONY

1. Leadership metaphor: leader vs boss
   - A Hegemonic class: organizes its rule by linking the interests of subordinate classes and groups to its own.
   - Burawoy’s analysis of work: despotic organization of work vs the hegemonic organization of work.

2. Ideological Hegemony: Moral and Intellectual Leadership
   2.1 Two visions of antagonistic ideologies & ideological struggle:
      - confrontation of two paradigmatic ideologies.
      - struggle on the terrain of ideology rather than between ideologies.
   2.2 Moral leadership requires
   2.3 An example: articulation of elements in bourgeois ideology & socialist rearticulation
   2.4 Intellectual leadership

3. Hegemony and Counterhegemony: Ideological Class Struggle

4. Hegemony & marginalization: the dilemmas of radical opposition

II. LEGITIMATION: IDEOLOGY & NORMS

1. The Normative Dimension of Ideology
   - Mystification reinforces legitimation.
   - Legitimation obstructs demystification

2. An example: Individualistic competitiveness.
   2.1 Three normative beliefs
   2.2 Explanations of prevalence of individualism
      - Indoctrination/socialization
      - Cognitive dissonance
      - Character structure
      - Social practices

3. Coercion, consent & norms within capitalist production
   - authority norms
   - legitimacy of orders
   - norms of reciprocity: fair-days-work for a fair-days-pay
   - solidaristic norms among workers: shirking hurts other workers