I. INTRODUCTION

1. Multiple uses of the term “Ideology”

2. Ideology and other aspects of social relations/practices (recapitulation)
   
   2.1 Ideology as a practice, contrasted with political and economic practice.
   
   DEFINITION of ideological practice: Ideological practice is the social process through which (conscious) subjectivity is formed through the real activities of people engaged in social relations in which what happens to them – lived experiences – are transformed into cognitive products.

   2.2 Once again: Type vs Dimension of practice

   2.3 Ideology, Culture, Consciousness, Nonconscious subjectivity

   - Patriarchal ideology VS Patriarchal culture
   - Bourgeois ideology V Bourgeois culture

   2.4 Key dynamic issue: contradictions between ideological and cultural practices

II. THERBORN’S ANALYSIS

1. Basic objectives & definition:

   - the historical investigation of ideology.
   - To expand the concept of ideology to encompass nonclass subjectivities/subjects.
   - To give an account of the content and specific forms of “interpellation”
   - the fundamentally contradictory character of the process of subject-formation

   ideology = “The operation of ideology in human life involves, fundamentally, constituting and patterning how human being live their lives as conscious, reflecting initiators of acts in a universe of meaning....In this sense, ideology constitutes human beings as subjects.”

2. Conceptual Distinctions on the Terrain of Ideology

   2.1. Modes of “Interpellation”

      1. The meaning of interpellation = subjection & qualification

      Subjection = the effects of ideology on individual subjectivity;
      Qualification = effects of such subjectivity on the individual’s insertion into social relations.

      2. Modes of interpellation: answers to three questions: What exists? What is good? What is possible?

   2.2 Material Matrix of Ideology: discursive and nondiscursive practices; sanctions & affirmations

   2.3 The Analysis of Contradictions and Transformations of Ideology

      1. Intergenerational perspective: Transformations of ideologies always presuppose an existing ideology

      2. Key idea: Changes in social structures

         (a) change the forms of sanctions/affirmations and
         (b) generate disjunctions of subjection and qualification.

      3. Contradictions & the temporality of change

      4. Can new ideas and ideological struggle “change people’s minds”?