

## Chapter 1

### Topic 7 Ideology and science

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#### Activity: Media

#### What is ideology?

#### Learning objectives

At the end of this activity you should be able to:

- Identify key features of ideology.
- Examine why it is difficult to escape ideology.

A. In pairs, watch the clip below and answer the questions that follow.

<https://www.youtube.com/watch?v=TVwKjGbZ60k>

Philosopher Slavoj Žižek uses scenes from the 1998 film *They Live* to examine ideology.

1. According to Žižek, what is the tragedy of ideology?
2. What do the sunglasses in the film do?
3. What happens to the billboards in the clip when the glasses are on?
4. What does Žižek suggest are the characteristics of a post-ideological world?
5. How do the glasses contradict the post-ideological view?
6. According to Žižek, what is ideology?
7. What does Žižek suggest ideology should be?
8. How should we be able to critique ideology?
9. Why is the pessimism of the film justified?
10. How does Žižek use the film to show that it is painful to step outside of your ideology?

B. How does the clip illustrate the Marxist view of ruling-class ideology?

Note: as an extension activity, you may want to watch the whole film.