**Study Sheet: Linking Ideology and Cultural Ideas**

For each cultural idea there are associated ideologies (values, attitudes and beliefs). These ideologies often come in the form of ‘isms’.

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| **Cultural idea** | **Ideology** | **Related ideologies and words** |
| **gender** | sexism | patriarchal, misogyny, feminist, the other, gender archetypes, male gaze, objectification, infantilization, performative roles, stereotype |
| **race** | racism | the other, racial discrimination, racial prejudice, white privilege, stereotype |
| **class** | classism | materialism, capitalism, collectivism, socialism, power structures, hegemony, stereotype |
| **sexuality** |  | homophobia, queer theory, stereotype |
| **age** | ageism | ageist language, stereotype, age-based discrimination |
| **environment** | environmentalism | anti-environmentalism, wilderness, civilization, pollution, nature |

**Definitions and associated values attitudes and beliefs**

**Ideology/Worldview:** is the body of ideas reflecting the social needs and aspirations of an individual, group, class, or culture. **Ideology** also incorporates **values, attitudes, assumptions and beliefs**.

**Patriarchy:** is a social and ideological construct which considers men (who are the patriarchs) as superior to women. **Patriarchy** imposes masculinity and femininity character stereotypes in society which strengthen the iniquitous power relations between men and women. E.g. “The Butterfly”

**Misogyny:** hatred of women; dislike of, contempt for, or ingrained prejudice against women E.g. “Caged”, “Porphyria’s Lover”

**Sexism:** prejudice, stereotyping, or discrimination, typically against women, on the basis of sex E.g. “The Butterfly”

**Feminism:** the advocacy of women's rights on the ground of the equality of the sexes.

**Objectification**: seeing and/or treating a person, usually a woman, as an object, usually in a sexual context e.g. Porphyria in “Porphyria’s Lover”

**Infantilization:** to [treat](https://dictionary.cambridge.org/dictionary/english/treat) someone as if that [person](https://dictionary.cambridge.org/dictionary/english/person) were a [child](https://dictionary.cambridge.org/dictionary/english/child), with the [result](https://dictionary.cambridge.org/dictionary/english/result) that they [start](https://dictionary.cambridge.org/dictionary/english/start) [behaving](https://dictionary.cambridge.org/dictionary/english/behave) like one e.g. Isobella in “The Butterfly” (but she does finally accept adult responsibility)

**Stereotype:** a widely held but fixed and oversimplified image or idea of a particular type of person or thing.

**Materialism:** a tendency to consider material possessions and physical comfort as more important than spiritual values.

**Capitalism**: promotes the accumulation of capital, closely related to materialism, involves private ownership, profit motive, competition and consumerism

**Collectivism:** prioritizes group goals over individual goals, emphasizes people k together for the common good. Opposite of **individualism.**

**Ageism:** is the stereotyping, prejudice, and discrimination against people on the basis of their age. (not just discrimination against old people)

Revisit the Ideology ppt and word document for other ideologies. Especially research the meaning of humanism so that you can use the word correctly.