* Values: what is desirable in life
* Ideal value vs real value
* Value contradiction: some values conflict with other values. A source for social change.
* **Ideologies: Beliefs that are used to justify social arrangement, rationalize and support the existing structure. Ideological hegemony**

**Hegemony**

* **Hegemony** Ideological: The use of law, religion, art, science, cinema or literature to celebrate and legitimate one way of doing things to the discredit of alternative ways.
* It is often used in preference to direct force. Marx put it succinctly, 'In every epoch, the ruling ideas have been the ideas of the ruling class.' **Law, religion, art and literature has been and is still being used to justify** racism, sexism, class privilege, religious bigotry and ethnocentricism.
* **Commonly used to describe the domination of one class, nation, or group of people over others**.
* It was extended by Gramsci to denote a more general and intellectual dominance, especially when hegemonic ideas influence people's political and cultural perceptions.
* Hegemony and counter-hegemony are terms given theoretical currency by Antonio Gramsci.
* Hegemony traditionally means political rule and domination, but later, in Gramsci's formulation, describes a more general kind of cultural domination, which encompasses not only political and economic institutions but also experiences and cultural consciousness
* Hegemony depends **not simply on** expressing the ruling class's interest (ideology**) but also** on being accepted as **the "norm"** by the subordinate class.
* The ruling class, therefore, has to “**manufacture consent”** among the subordinate class through the media, schools, sports etc. to their own domination.
* While hegemony indicates domination, this domination is not total or exclusive.
* Forms contrary to or directly in opposition to hegemonic politics and culture exist
* These are given the name **counter-hegemony**.
* **Counter-hegemony seeks** to assert its own belief system against the existing dominant culture and political forms (the hegemony).
* **In turn, hegemony seeks to control, regulate, or incorporate counter-hegemony in order to retain its own position of dominance.**