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Courses » Literature, Culture and Media

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Unit 7 - Week 6

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Course outline

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Week 6

- Theories of Ideology
- Adorno and Horkheimer on Culture
- 1. Culture Industry and Mass Deception; 2. Walter Benjamin
- Interconnections between Literature, Culture and Identity: Woolf and Deshpande
- Interconnections

Assignment 6

The due date for submitting this assignment has passed.

As per our records you have not submitted this assignment. **Due on 2019-03-13, 23:59 IST.**

1) Which of the following statements is NOT correct in the context of 'Ideology': **1 point**

- As opposed to common logic, ideology does not merely refer to political ideas.
- It is inclusive of our mental and conceptual frameworks, opinions and value-systems only in certain contexts.
- Ideology is how we understand, express and articulate our relationship to others, to the world, and the external reality.
- It remains to be one of the most intricate and abstract terms in social thought.

No, the answer is incorrect.

Score: 0

Accepted Answers:

It is inclusive of our mental and conceptual frameworks, opinions and value-systems only in certain contexts.

2) In their book, The German Ideology (1846), Marx and Engels wrote about ideology from a materialist perspective to contextualize the exploitation of the proletariat in a capitalist society. They suggest that: **1 point**

- It's essentially a distorted or a 'false consciousness' of the world which masks people's real relationship to the world.
- It seeks to state clearly the real relationship of power and exploitation between those who have control the means of production (capitalists) and the proletariat.
- According to them, ideologies that are most widespread in any particular social order do not necessarily reflect, reproduce and protect the interests of the dominant classes.
- Ideologies do not reproduce the conditions necessary for the perpetuation of a particular mode of production.

No, the answer is incorrect.

Score: 0

Accepted Answers:

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Assignment 6

 Solution of Assignment 6

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the proletariat from attaining consciousness of its revolutionary position.

Ideology determines the "form of objectivity", therefore defines the very structure of knowledge.

Real science must attain the "concrete totality" through which only it is possible to think the current form of objectivity as a historical period. Thus, the so-called eternal laws of economics are dismissed as the ideological illusion projected by the current form of objectivity.

In his view, ideologies are always false, as they are always the product of socio-economic structures or mode of production.

No, the answer is incorrect.

Score: 0

Accepted Answers:

In his view, ideologies are always false, as they are always the product of socio-economic structures or mode of production.

4) Gramsci pays special attention to struggles between different systems of ideas, as he believes that revolutions happen on two levels simultaneously. These two levels are:

1 point

- Culture and ideology
- Economy and ideology
- Societal organizations and ideology
- Historical review and ideology

No, the answer is incorrect.

Score: 0

Accepted Answers:

Economy and ideology

5) Notion that while ideology is generally used to maintain social unity and expresses the interests of the dominant class, there are certain ideologies that may articulate forms of resistance; has been put forward by which of the following critics:

1 point

- Destutt de Tracy
- Marx and Engels
- Antonio Gramsci
- Louis Althusser

No, the answer is incorrect.

Score: 0

Accepted Answers:

Antonio Gramsci

6) Althusser has drawn on Gramsci's notion of hegemony and has explored and complicated the subject of ideology to extend it further. Which one of the following statements is NOT relevant to the ideas propounded by Althusser:

1 point

- Deals with the processes through which ideologies are internalized
- He discusses how human subjects accept dominant ideas and beliefs as 'their own'
- He discusses how humans 'spontaneously' articulate and express socially determined views and worldviews
- How individuals and their sense of selfhood is neither 'interpellated' (borrowed from Freud's), nor positioned (Lacan's term) by ideologies

No, the answer is incorrect.

Score: 0

Accepted Answers:

How individuals and their sense of selfhood is neither 'interpellated' (borrowed from Freud's), nor

positioned (Lacan's term) by ideologies

7) Which of the following critics, associated with the Frankfurt School of Thought, suggested **1 point** that the totalitarian and genocidal state was not merely a German problem. He saw it as a Western problem, rooted in the Enlightenment urge to dominate nature:

- Louis Althusser
- Hanns Eisler
- Walter Benjamin
- Adorno

No, the answer is incorrect.

Score: 0

Accepted Answers:

Walter Benjamin

8) According to Adorno and Horkheimer, culture industry transforms culture into an ideological **1 point** medium of domination which impacts society and human consciousness. Which of the following ways can NOT be included in instances of these:

- Products of cultural industry take on the appearance of artwork; just means of earning profit, whereas authentic art fosters human growth by suggestions and possibilities.
- Works of art have become commodified; Beethoven, Mozart and Wagner may be used in fragmentary forms when included in advertisement.
- Amusement, distractions of entertainment industry replicate the ideology of capitalism, corrupted by commerce.
- Commodification of culture is not a commodification of consciousness as audience only receives, passive receptacles.

No, the answer is incorrect.

Score: 0

Accepted Answers:

Commodification of culture is not a commodification of consciousness as audience only receives, passive receptacles.

9) Rise of culture industry results in standardization of cultural products. Which of the following **1 point** is NOT an effect of this process:

- It weakens, stunts and destroys the ability of the individual to think critically and independently.
- Producers of entertainment industry achieve standardization of taste and expectations to increase profitability.
- Flood the market with products that cater to one and all
- Specialization does not go hand in hand with standardization.

No, the answer is incorrect.

Score: 0

Accepted Answers:

Specialization does not go hand in hand with standardization.

10) Critics who do not agree with Adorno and Horkheimer think that they are:

1 point

- Supporting high culture only
- They make a show off of their systematic understanding of intricacies of actual popular culture.
- They think that the audience should not have an independent choice.
- Their arguments are broad-based.

No, the answer is incorrect.

Score: 0

Accepted Answers:

They make a show off of their systematic understanding of intricacies of actual popular culture.

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