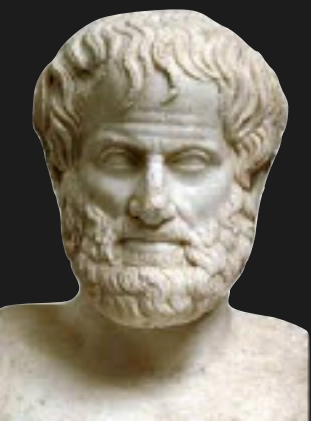


# UNSETTLED LIVES

- Swindler refers to groups of individuals living through transformative social change as “unsettled lives.”
- Ideologies provide new strategies for action that, over time, become habitual and even doctrinal: the new ‘way things have always been done around here.’
- Ideology as “a highly articulated, self-conscious belief and ritual system, aspiring to offer a unified answer to problems of social action...a phase in the development of a system of cultural meaning.”



# UNSETTLED LIVES

- In times of social transformation, **ideology** “forms around **ethos**,” (characteristic spirit of a culture) not the other way around.
- The same belief system can be taken as an **ideology** by one individual or group and a **tradition** by another.
- **Traditions** are “articulated cultural beliefs and practices . . . taken for granted so that they seem inevitable parts of life.”
- **Common sense** is “the set of assumptions so unselfconscious as to seem a natural, transparent, undeniable part of the structure of the world.”

