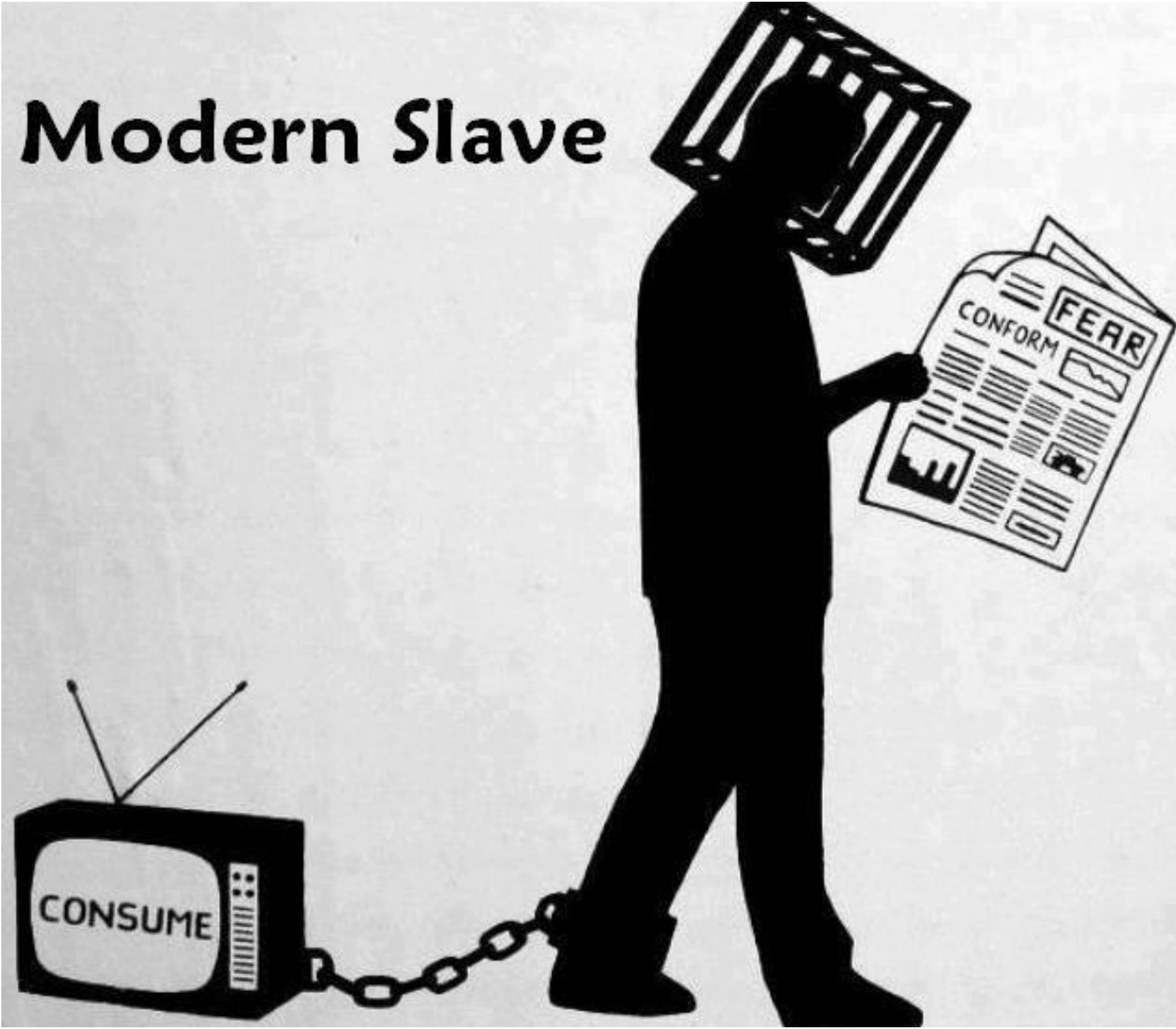


Modern Slave



**Get a job. Go to work. Get married.
Have children. Follow fashion.
Act normal. Walk on the pavement.
Watch TV. Obey the law.
Save for your old age**



**Now repeat after me:
"I AM FREE"**

Modern Slave

False Consciousness

- Marx described the situation in which members of the subordinate classes cannot see that they are being duped as "**false consciousness.**"
- Social institutions like mass media play a key role in ensuring that the working class remain happy with their situation despite the inherent unfairness of the system.



Capital and Superstructure

