I. Corporatism and Ideological Institutions

A. Goal of the powerful in regard to the people: social control

1. how do we control the population to our benefit? Maintain and expand

power and profit?

2. answer: Create a population that, literally, in their lives reproduce the system that oppresses them and call it freedom

3. each component of the system does this, but the most important are the ideological institutions-mass media, including social media and education

B. Economic system and social control

1. extract labor and cheapest cost

2. through consumerism turn workers wages into corporate profit

3. put workers in debt

4. make workers insecure

5. force workers to compete against each other

6. eliminate the collective power of workers as a sources of resistance

7. manufacture "scapegoats" to blame

C. Political system and social control

1.create a plutocracy

2. create a passive citizenry who believe the **soap opera/reality show** forever campaign is a real democracy and that voting at the end of it is real citizenship

3. **manufacture consent**

a. manufacture "enemies" of the state to scare the population

b. distract from real issues

D. Ideological Institutions

1. "We the People" are products of ideological institutions

2. people whose thoughts, beliefs, values, and behaviors reproduce in their lives at the system of power.

3. "15,000 hours of indoctrination"; mass media, social media, education

a. what we know, or more accurately, all that we don’t know

b. what we think, and what we call thinking

c. what we believe, conventional wisdoms

d. what we value

e. how we behave

4. Ideological Institutions and American Exceptionalism

E. Mass Media and social control

1. concentration of ownership

2. corporate owned advertiser supported for profit

3. corporate journalism aka "News"

a. for profit

b. propaganda: frames issues within acceptable bounds

c. content

i. "experts" from "both sides"

ii. "breaking news"; visually stimulating, scary, exciting

iii. VNRs

4. advertising

a. consumerism: modern advertising

b. theoretical influences

i. unconscious and manipulation

ii. techniques

c. creating the consumer psyche

d. creating a magical kingdom/pseudo-reality

5. Consequences: uninformed, "consumed" population, working hard to enter the magic kingdom

F. Education and social control

1. Public good vs commodity

2. privatization

3. socialization as indoctrination

a. K-12

b. higher education

4. knowledge and critical thinking vs vocationalization

a. K-12

b. higher education

5. Consequences: academically adrift

G. Social Media and social control

1. corporate owned advertising

2. for profit

3. most powerful instrument of social control in history of the world

a. time spent each day in virtual world

b. doing what: creating and presenting a virtual self

c. "news"

d. sharing as political act

4. consequences: distracted, uninformed, misinformed

<https://www.youtube.com/watch?v=tVlkxrNlp10>

<https://www.truthdig.com/articles/everyone-has-fallen-for-the-lies-about-venezuela/>

<https://www.truthdig.com/articles/worshipping-the-electronic-image/>