SESSION 5
THEORIES OF CULTURAL IMPERIALISM,
PART 2
THE IDEAS OF THE RULERS,
THE RULING IDEAS
**Dominant Classes, Dominant Ideas**

Domination produces dominant ideas? How does it happen?

→ “The division of labour”
→ “active, conceptive ideologists, who make the perfecting of the illusion of the class about itself their chief source of livelihood”
→ “The class which has the means of material production at its disposal, has control at the same time over the means of mental production”
→ “explained perfectly easily from their practical position in life, their job, and the division of labour”

**Universalize & Naturalize**

→ “to represent its interest as the common interest of all the members of society, that is, expressed in ideal form: it has to give its ideas the form of universality, and represent them as the only rational, universally valid ones”
→ “we detach the ideas of the ruling class from the ruling class itself and attribute to them an independent existence”
Disney Imperialism

→ “psychological warfare”
→ private enterprise
→ 1935, League of Nations declares Mickey Mouse to be the “International Symbol of Good Will”
→ Nelson Rockefeller, Disney WWII propaganda films for Latin America
→ USAID, Central America, Mickey Mouse to promote contraception
→ 1964, Walt Disney awarded the Presidential Medal of Freedom
The Bridgeheads

Decentralization, Indigenization

→ “the Disney comic, more than his other media, systematically relies on foreign labor in all stages of the production process. The native contributes directly to his own colonization” (p. 15)
Penetration & Reception: The Case of Children

→ Animal characters

→ “In the case of the children’s genre, however, there is a virtually biologically captive, predetermined audience”

→ *automagic antibodies*

Hidden Ideological Content
Problematic Assumptions?
(a) The MYSTIFIER
(b) The DEMYSTIFIER
(c) The MYSTIFIED

→ Is all socialization a form of colonization?
→ Can parenting ever be anything other than authoritarian ultimately?