Ideological Approach

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- Designed to identify the prevailing belief system of a genre.
- *Ideology* is defined as the system of beliefs or ideas that help determine the thinking and behavior of a culture – what life is and what it should be.
- Political
- Religious
- Cultural

- Exporting: Traditional values vs. Western values.
- Racist, sexist, etc.
- Extending to the audience.
- Change isn't necessary, the return to status quo is.
- https://www.youtube.com/watch?v=nv_zqOz-sHI

Modes of Analysis

- Point of view.
- Worldview.
- Function (latent).
- Formulaic elements – premise, title, structure, plot, characters.
- Inter-genre approach – preeminence of "The System", consumer ideology.
- GENRE AND SOCIAL COMMENTARY: Parody and allegory.