"Ideology is usually defined as a body of ideas reflecting the social needs and aspirations of an individual, group, class, or culture. The term is generally associated with politics and party platforms, but it can also mean a given set of values that are implicit in any human enterprise — including filmmaking."

“Mental frameworks, including language and representations which different classes and social groups use to define and make sense of society”

“A system of beliefs in which power is produced, distributed, maintained or opposed in a society, or which produces knowledge that serves the interests of a particular group or class”

“The media and its products reproduce and reinforce dominant ideologies via the creation of a ‘hyper reality’ which operates also to perpetuate and distribute the ideologies to audiences”

“where meaning becomes a part of an unquestioning belief ..”

“A lens through which we can view and read a text and in particular examine ideas, representations and discourses”

Describe ideology in your own words below- borrowing from the ideas above:

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