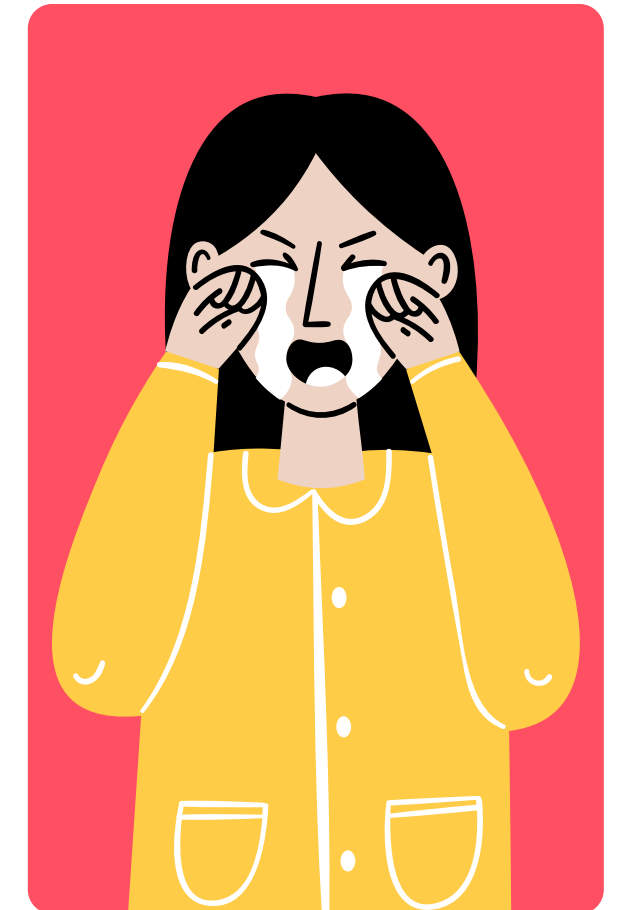


# Ideological Campaign

Syifa Astasia Utari



# What ideological/social campaign is?

## The Nature and Role of Social Campaigns

"A social change campaign is an organized effort conducted by one group (the **change agent**) which intends to persuade others (the **target adopters**) to **accept, modify, or abandon** certain **ideas, attitudes, practices, and behaviour.**" (Kotler and Lee 2006:6)



# Review

- Ideology: a set of principles or ideas that explains your world and your place within it.
- Ideologies are concerned with the essential questions of life, such as
  - What are humans like, and why do they act as they do?
  - How should society be organized?
  - How has the world worked in the past?
  - How should it work in the future?

# Characteristics of ideology

# Human Nature

- Beliefs about human nature (about whether people are essentially good or bad) are fundamental to any ideology

What the Boxes Say --

The \$500,000 Man says: I Want \$1,000,000

The \$5,000 man wants \$2,000 increase

The \$3 a day man wants \$3.25 or \$3.30

The \$1 a day man wants an increase of 5 or 10 cents



# Structure of Society

- Social structures bind us together as a society help the society to function in an orderly fashion.
- Social structures reflect the beliefs and values of that society
  - Example: Economics (social welfare in Canada vs. USA)



# Interpretations of History

- Events of the past tend to influence the beliefs and values we hold
- Also, countries have ideological interpretations of their histories that affect the identities of their citizens
- CPR construction in Canada

# Visions of the future

- Conceptions of what the world should be like in the future helps to guide the actions of people who embrace ideology





# Themes...

- Typical themes of concern to ideology include nation, class, race, environment and relationship to the land, gender, and religion
  - Often it seems that one or two themes predominate in an ideology (ex: Marxists heavily emphasize theme of class, Capitalists emphasize freedom)
  - Progressivism: an umbrella term for various ideologies that advocate moderate political and social reform through government action

Theme	Description	Example
Nation	A community of people usually occupying a defined territory, often politically independent	Kurds: one aspect of ideology is to seek self determination
Class	A division of society, such as middle class, usually defined by income, wealth, privilege, or role in society	Collectivist values (eliminate class barriers) vs. individualist values (class reflects talent and initiative)
Race	A grouping of human beings distinguished according to biological traits such as skin color	Eradicate racial discrimination vs. assertion of superiority

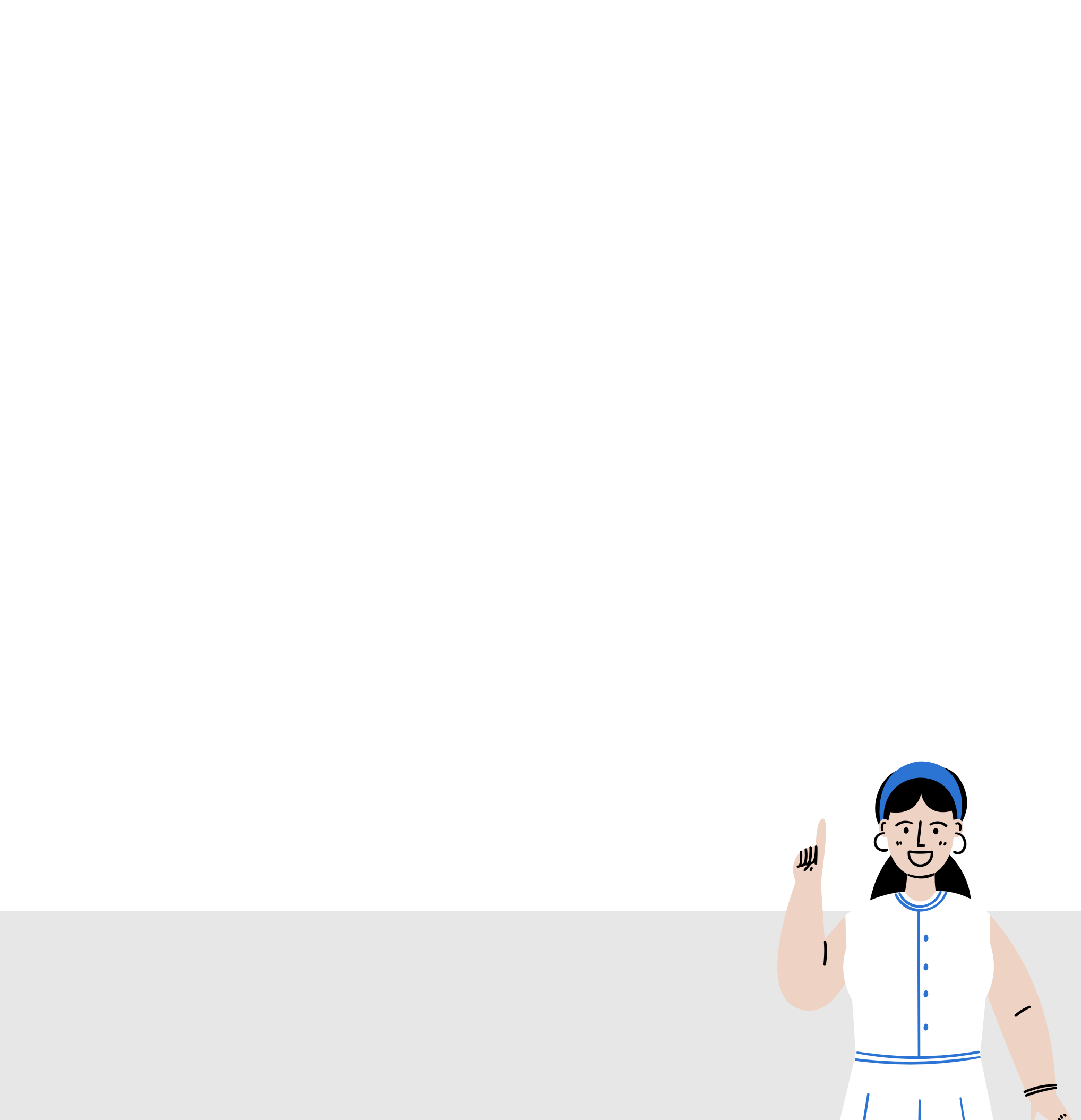
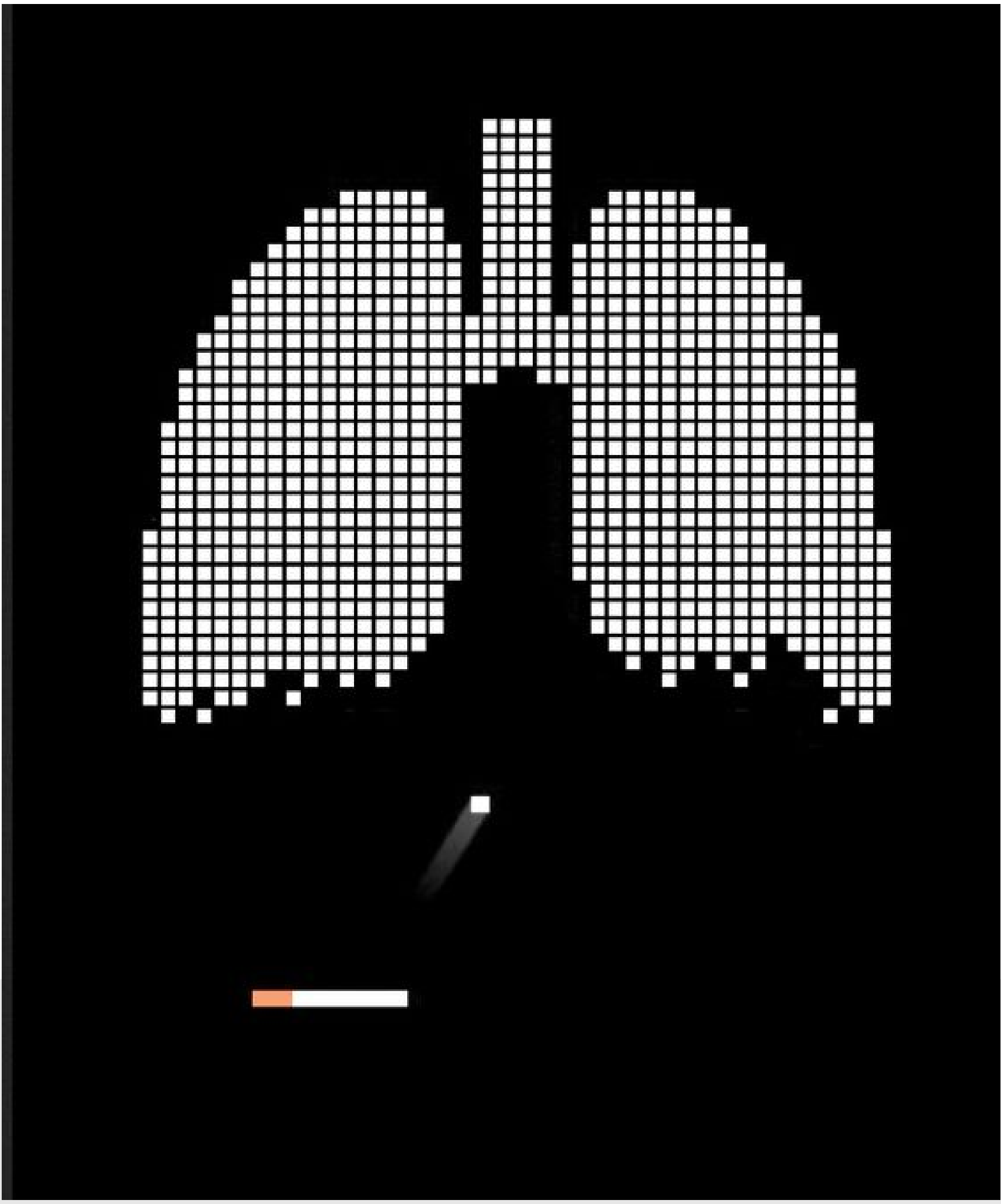
Theme	Description	Example
Environment and relationship to the land	The natural surroundings in which a person lives, and his or her connection to those surroundings	Green ideology of ecological wisdom
Gender	The male or female considered as a sociological category	Feminism concerned with attaining equal legal and political rights for women
Religion	The worship of one or more deities and acceptance of a particular set of values associated with that worship	Liberalism promotes freedom of religion whereas other ideologies seek to create a society based on the values of a particular religion.

# NATIONAL GEOGRAPHIC

PLANET OR PLASTIC?

*18 billion pounds of plastic ends up in the ocean each year. And that's just the tip of the iceberg.*





WINTER COLLECTION



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NEVER BE FOR SALE.**



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#nochildforsale



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OF BLOOD DONORS



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[www.foe.co.uk](http://www.foe.co.uk)

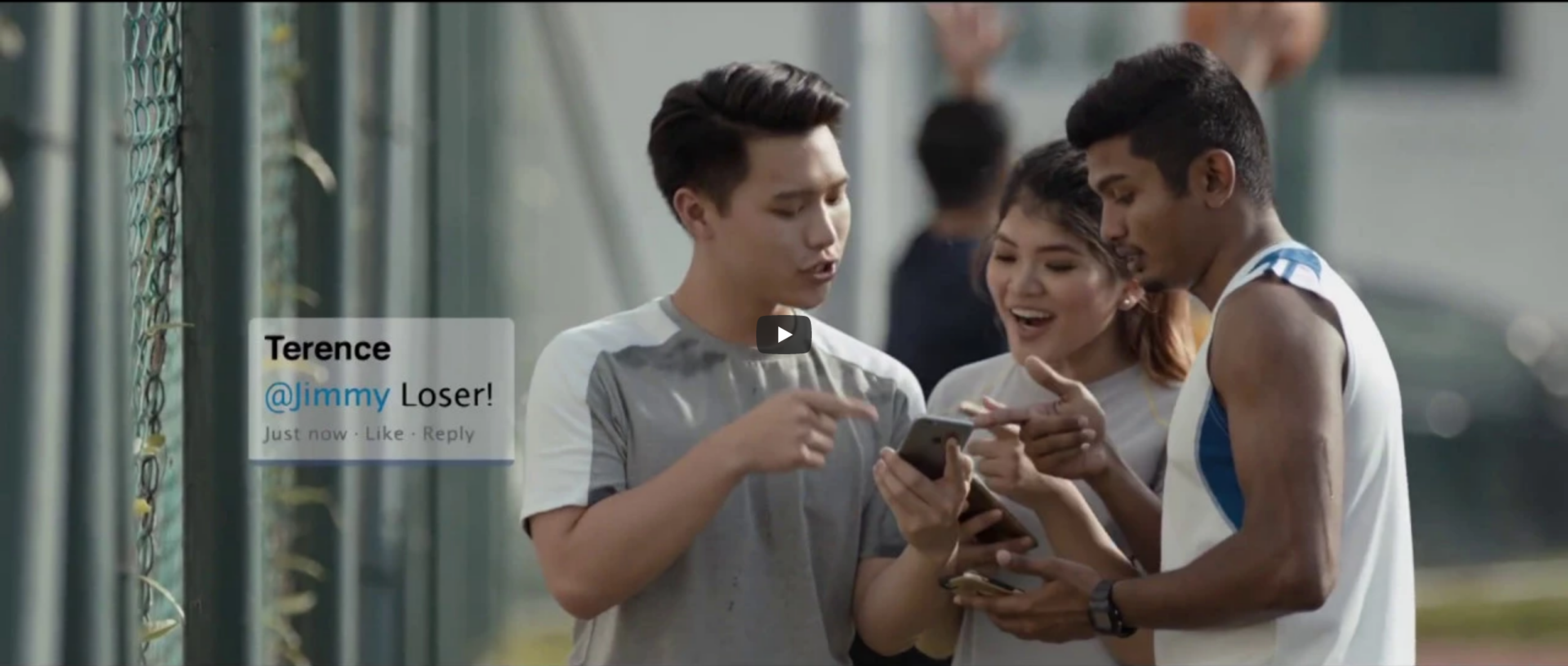




EVERY YEAR WE PRODUCE 3,3 BILLION TONS OF CO<sub>2</sub>,  
THAT'S WHY WE NEED THE RAINFOREST MORE THAN EVER.







**Terence**  
**@Jimmy** Loser!  
Just now · Like · Reply



Watch later



Share









# What can we do?



**We always try to  
make a little  
campaign to gain a  
big impact.**





# Thank you for participating!

Have a great day ahead.

