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### Concealing Power and Domination Through American Ideology

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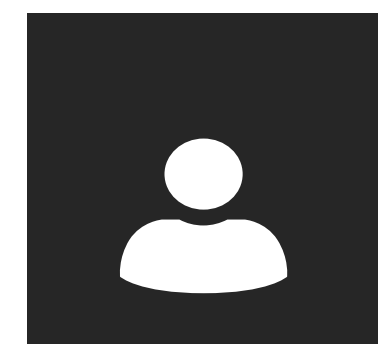
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PRESENTER  
Chance Fiorisi

**BACKGROUND:**

With American leftism on the rise, the term “socialist” has become less of a threatening term to some Americans. However, it still appears that anyone who criticizes capitalism is considered “radical”. Sometimes these arguments are even disregarded completely: this is the unit of analysis.

**DISCOURSE OF CRITICS:**

- Slavoj Žižek
  - “ideology is strong exactly because it is no longer experienced as ideology... we feel free because we lack the very language to articulate our unfreedom.”



# Concealing Power and Domination Through American Ideology



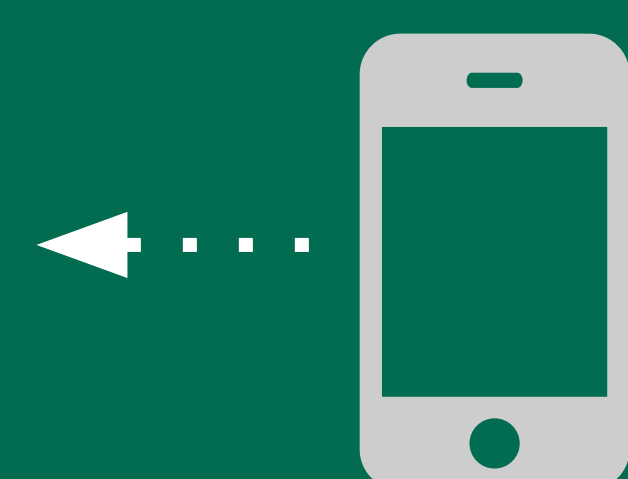
Ideology acts as protection for the system it is attached to. This “shield” prevents threats from breaking the established system. “Americanism shields Capitalism”

**AMERICANISM TRICKS:**

- Anti-capitalist = Anti-American
  - socialists are “fringe”
- Unfreedom = Freedom
  - lack of free will
- Corporatism = Democracy
  - expansion of business is democratic
- Top Exploiters = American
  - billionaires are “true” Americans
- Human Nature is unchangeable
  - greed is natural to the human psyche

**FINDINGS:**

- Criticism of capitalism is thwarted by Americanism
- Americanism conceals the truth of capitalism



Take a picture to download the full paper

**REFERENCES**

- Slavoj Žižek, Herbert Marcuse