## **Contents**

List of illustrations ix

1	Should ideologies be ill-reputed? 1	
2	Overcoming illusions: how ideologies came to stay	12
3	Ideology at the crossroads of theory 31	
4	The struggle over political language 45	
5	Thinking about politics: the new boys on the block	67
6	The clash of the Titans: the macro-ideologies 78	
7	Segments and modules: the micro-ideologies 94	
8	Discursive realities and surrealities 103	
9	Stimuli and responses: seeing and feeling ideology	114
0	Conclusion: why politics can't do without ideology	122
	References and further reading 129	
	Index 125	