



# Cultural Hegemony, an invisible power

---

Arno Robin

# How does it work



Powerful institutions -->  
Information, education, religion,  
arts...



Normalisation of ideas -->  
Dominant point of view becomes  
"normal" and "popular"

# Cultural Hegemony Examples



## **Birtish Empire**

Impose their values on their colonies



## **Popular Culture**

Hollywood, music, social medias ...



# Conclusion

- Invisible power —> Influence our behaviors and way of thinking
- Cultural influence —> Dominant ideas control our mindset

# Bibliography

- ThoughtCo.
- Jstor
- Oxford review
- Youtube
- Chatgpt