

# EXPLORING IDEOLOGY IN ELT: A FRAME ANALYSIS APPROACH

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## Defining ideology

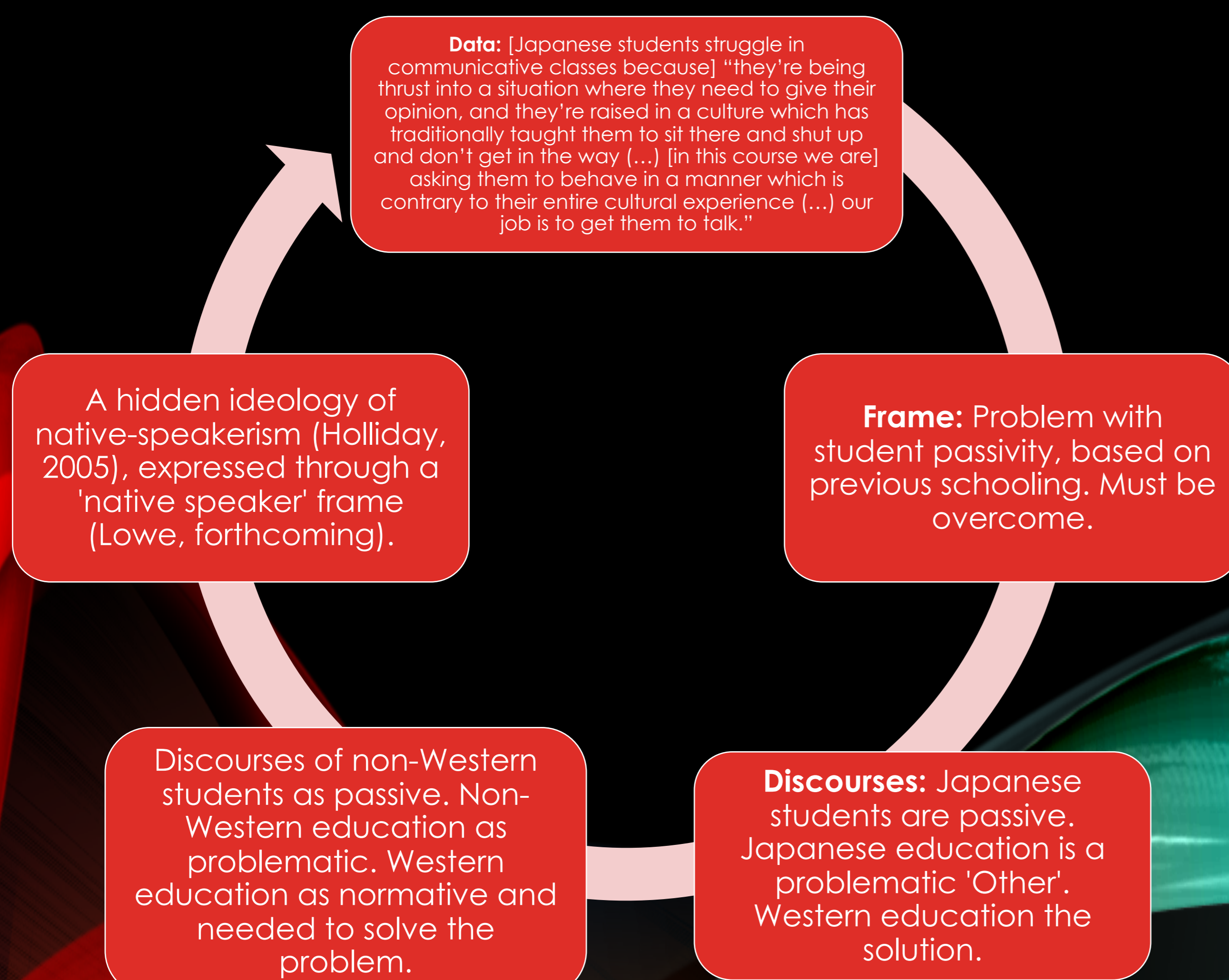
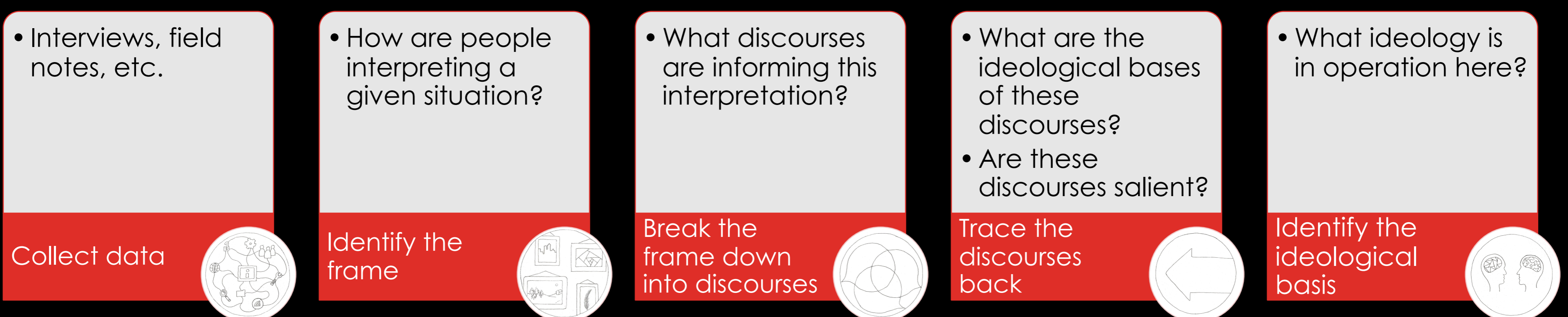
- Both **critical** and **neutral** definitions.
- **Critical** definitions refer to hegemonic belief systems which uphold the interests of a ruling class (Machin & Mayr, 2012).
- **Neutral** definitions refer to any organized system of beliefs (Thompson, 1984).
- Often hidden 'in the margins' – difficult to recognise.

## Defining 'frames'

- Introduced by Goffman (1974).
- Can be thought of as "filters" which we (individual or collective) use, on the basis of background knowledge and established belief, to make sense of the world we inhabit and the social events we experience.

## Examining the relationship

- **Ideologies** are widespread systems of knowledge and belief.
- **Discourses** are ways of speaking which contain those systems of belief or knowledge.
- **Framing** is a process whereby people draw on **discourses** to mobilise their **ideological resources** in meaning making.
- **Dominant frames** are perceptual filters, established on the basis of **ideological discourses**, which a group of people in a particular local context use to organize and understand everyday experience.
- By analyzing these frames, through a process of ethnographic **frame analysis**, we can work backwards to excavate the underlying **ideologies** that inform them.
- Can be used as a tool for critical ethnography (Lowe, forthcoming).



## References

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