In today’s rapidly globalizing world, ideas become more and more nomadic and they travel to and through different social classes, contexts and countries. In this process, ideologies become reproduced and assimilated into the different settings into which they are adopted.

In this week’s Today Talks, we would like to invite you for a discussion of how transboundary political views and ideologies propagate their views overseas and how movements are promoted as marketing campaigns through media, as well as the social change it triggers in the different segments of society. With an emphasis on conventional political movements as well as anti-system or even violent terrorist organizations, we will tackle questions of how these movements propagate their causes overseas and gain supporters. How are the ideologies promoted by political movements mobilized? How do they reach to different social, cultural and religious settings and encourage people from various backgrounds to act for their cause? In which social layers&groups are these ideologies the most effective?

Date: October 15th, 2015
Starts: 19:00

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