

Health: The Design, Planning and Politics of How and Where We Live

- **Paper / Proposal Title:**

Development Projects as Hegemonic Projects: Analysis of the Functions of Imagineering Policies in Saghez

- **Format:**

Written paper

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- **Abstract (300 words):**

Imagineering includes strategies and practices of urban planners and managers who create living imagination in developing cities through strategies for citizens. Citizens are also unaware of urban deficiencies and shortcomings of Imagineering. The present paper set to study Imagineering and its apparent and hidden functions in forming values and behavioral patterns of Saghez citizens, Iran. Imagineering has two important functions: covering urban mismanagement and Consumerism. Consumerism leads to mass society, reduction of critical thinking, and reproduction of hegemonic domination. Consumerism creates these phenomena through seduction, bombardment of sign, consumption tool, media, and internal explosion. Also hegemonic domination reproduces ineffective urban administration. Dealing with this process has to be

performed at two levels: Elites must enlighten the public, and citizens' need to be isolated against bombardment of signs and avoid consumerism.

• **Author(s) Biography (200 words each):**

I'm Ph.D. candidate in sociology at university of Tabriz, Tabriz, Iran. The title of my Ph.D. Thesis is 'recognizing the structure of social reality'. I was in department of sociology at university of Alberta- Canada in order to spend of sabbatical leave for completing my thesis from July 2016 to January 2017. My supervisor in U of A was prof. Rob Shields. I have some refereed and is being judged articles such as: "Religious fundamentalism, a challenge to theories of sociology (Critique of sociological theory based on the phenomenon of religious fundamentalism, with emphasis on Islamic fundamentalism)", "Social factors effective on the rate of Gender identity disorder", "Life world or System", "Life world and System": Incorporation in Habermas's Ideas, "Understanding the Contexts and Consequences of Sequestration of Experience with Qualitative Method", "Study obstacles of social thinking among Iranian sociologists" and "Development projects as hegemonic projects; analysis of the functions of Imagineering policies in Saghez". My research interests are sociology of religion, social theory, methodology, philosophy of social sciences and critical realism on ontology of social reality.

Sincerely- Farhad Bayani