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

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Author(s) Name:
Hossein Banifatemeh & Farhad Bayani (Corresponding)

University or Company Affiliation:
University of Tabriz

Abstract (300 words):
The term “Imagineering” was invented by Walt Disney Studio to refer to the combination of imagination and engineering to create dream and fantasy reality. It includes strategies and practices used by urban planners and managers who create living imagination in developing cities through devising strategies for the citizens. Citizens of the city become unaware of their urban deficiencies and shortcomings through Imagineering. The present article set out to study Imagineering and its overt and covert functions in forming values and behavioral patterns of citizens of the city of Saqqez, Kurdistan Province, Iran. Imagineering has two important functions: covering urban mismanagement and promoting consumerism. Consumerism leads to a mass society, reduced critical thinking, and the reproduction of hegemonic domination. Consumerism creates these phenomena through seduction, a bombardment of signs, consumption tools, the media, and internal explosion. Also, hegemonic domination reproduces ineffective urban administration. Dealing with this process has to be done at two levels: Elites should
enlighten and inform the public, and the citizens need to be isolated against the bombardment of signs and need to avoid consumerism.

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

I’m Ph.D. and Lecturer 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.