

**CAPITALISTIC IDEOLOGY, INSTRUMENTAL RATIONALITY AND THE FALLEN  
NATURE OF HUMAN BEING IN MODERN SOCIETY (AMERICA)  
REFLECTED SHELDON'S *ARE YOU AFRAID OF THE DARK?***

**A Thesis**

*Submitted in Partial Fulfillment to the Requirement  
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## CHAPTER I

### INTRODUCTION

#### 1.1. The Background Of The Research

Nowadays capitalistic ideology has influenced all aspects of modern societies very profoundly. Van Dijk states in *Ideology and Discourse* that ideology as the basis of social practice (2004:8), therefore the capitalistic ideology can be defined as an ideology that is based on all matters of capitalistic practices like exploiting the nature and human being to achieve the interests of making profits. Moreover, there is an advanced result of this ideology, it is the development of instrumental rationality and the fallen nature of human being in the modern societies. Columba Peoples states in *Critical Theories and International Relation* that instrumental rationality is a rationality or the way of thought that tends to use knowledge of the natural and social world, also people, as means to control, to exploit, as a commodity, and as a service of domination (2009:13). Therefore, this will corrupt the thorough aspects of social and human values, no more the norms of right or wrong, everything changed to be instruments of achieving interests, and the basis of rationality itself is focused merely on the effectiveness and efficiency of particular methods to make maximum profits without considering the aspects of human values. This is a very serious problem where human beings are dehumanized by such a capitalistic ideology and instrumental rationality, therefore, a research to uncover this problem is urgently needed.

This research is conducted because the effects of capitalistic ideology and instrumental rationality in modern societies are very intricate and hard to decipher, therefore they must be revealed incisively. Then, I choose Sheldon's *Are You Afraid of the Dark* as the object of this research because it depicts how people act in accordance with capitalistic ideology, and how they use the instrumental rationality in achieving their profit based interests. Therefore this novel is very appropriate for this research. The further benefit of this research is to enrich the world of literary criticism, and to expose the deep relationships of literary works and the real world including the societies. In essence, every research on social and human sciences is morally responsible to enlighten the society.

This is the depiction of Sidney Sheldon's *Are You Afraid of the Dark* which portrays how the individuals of modern society act based on the capitalistic ideology, and how they use the instrumental rationality. This novel describes about a big think tank called Kingsley International Group (KIG). In KIG, The leader, Tanner Kingsley has secret plan to make a weather controller instrument named PRIMA. This instrument is used to control the weather or to create extreme weather that can be subversive around the world. Therefore this instrument can be used to threaten the world or particular country. It is, in essence, a powerful weapon that signifies power. So the owner of this instrument can use it to earn money by threatening weaker countries. Tanner involves numbers of scientists in this project but He does not let the scientists know about his secret plan. As the scientists know, he kills them all to

## CHAPTER IV

### CONCLUSION AND SUGESTION

This literary research finally is done, I am as the researcher prove the previous three hypotheses as the truth based on the analysis. The core findings in this research are capitalistic ideology is the basis of all capitalistic social practices, whereas instrumental rationality is based on the capitalistic ideology as the way of thought to exercise all capitalistic social practices, and the fallen nature of man (human being) is the result or the effects of capitalistic ideology and instrumental rationality toward human nature. Capitalistic ideology and instrumental rationality trigger the development the fallen nature of Tanner, Paula and Rubenstein. Capitalistic ideology, instrumental rationality and the fallen nature of human being are three dominant factors that perpetuate the existence of advanced capitalism. They are also the trigger factors of power abuse and military invasion in modern world, such as the invasion of USA toward Iraq and Afghanistan. America uses the term 'war on terror' to cover the strategic interest in exploring and gaining oils as the source of energy. The invasion of USA toward Iraq and Afghanistan is based on the capitalistic ideology, such an invasion is designated through the instrumental rationality, therefore it is obvious that such an invasion is a symbol of the biggest fallen nature of human being nowadays.

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