Louis Althusser  
(1918-1990)  
French Marxist philosopher. His concept of 'interpellation' suggests how an individual's identity is absorbed into, and produced by, the dominant ideologies within a society. Interpellation is when a person recognises and acquiesces to their position within structures of ideology. As we consume media texts, we are interpellated into their worldview. An inspired concept, but too deterministic. Althusser went mad.

Selected Works:  
Lenin and Philosophy and Other Essays (Monthly Review, 2001)  