



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Describe Ideologies In Community Contexts Training

Education, Training and Development / Adult Learning

Unit Standard 119516 · NQF Level 3 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips learners with the ability to identify, describe, and compare major ideologies as they manifest in South African community contexts. It fosters critical thinking about how ideological beliefs shape social structures, community dynamics, and individual behaviour, enabling participants to engage more effectively in diverse community settings.

Category	Education, Training and Development
Subfield	Adult Learning
Unit Standard	119516
Accreditation	SAQA Accredited · NQF Level 3 · 10 Credits
Duration	7 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Define the concept of ideology and distinguish between major ideological traditions such as liberalism, socialism, conservatism, and African communalism.
- Analyze how different ideologies influence community structures, power relations, and decision-making processes.
- Evaluate the impact of ideological conflicts on community cohesion and development.
- Apply ideological analysis to real-world community scenarios to identify underlying beliefs and values.
- Demonstrate the ability to communicate effectively about ideological differences in a respectful and constructive manner.

WHO SHOULD ATTEND

- Community development workers, social activists, NGO staff, local government officials, and anyone involved in community engagement or social analysis who wishes to understand the ideological underpinnings of community issues.

COURSE OUTLINE

Day 1: Introduction to Ideologies and Their Role in Society

- What is an ideology? Origins and definitions.
- Key functions of ideologies in communities.
- Overview of major ideological families: liberalism, conservatism, socialism, feminism, environmentalism.
- Ideology vs. common sense: how ideologies become naturalised.
- Introduction to the South African context: ideologies in a diverse society.

Day 2: Historical Development of Major Ideologies

- The Enlightenment and the birth of liberalism.
- Conservatism as a reaction to change: Burke and beyond.
- Socialism and Marxism: responses to industrial capitalism.
- The spread of ideologies through colonialism.
- Apartheid as an ideology of racial segregation.
- Post-apartheid ideological shifts in South Africa.

Day 3: Contemporary Ideologies and Their Community Impact

- Neoliberalism and its effects on inequality.
- Communitarianism: balancing individual rights and community responsibilities.
- Environmentalism and sustainable development.
- Feminism and gender justice in communities.
- Ideological analysis of South African economic policies.
- Case studies: Treatment Action Campaign, #FeesMustFall.

Day 4: Analysing Ideologies in Community Contexts

- Tools for ideological analysis: discourse analysis, framing, and narrative.
- Identifying ideology in everyday language and symbols.
- Analysing political manifestos and community charters.
- Group exercise: deconstruct a local community campaign.
- Recognising ideological bias in news reporting.
- Ethical considerations in ideological critique.

Day 5: Ideology, Identity, and Culture

- Ideology and the formation of social identity.
- The role of ideology in ethnic and national identity.
- Religious ideologies and community cohesion.
- Hegemony and resistance: Gramsci's theory.
- Counter-hegemonic ideologies in South Africa: African Renaissance, Ubuntu.
- Case study: ideological dimensions of the land reform debate.

Day 6: Ideologies in Practice: Policy and Community Development

- Ideological foundations of development models: neoliberal, social democratic, transformative.
- Participatory development and empowerment ideologies.
- South African case: the National Development Plan and its ideological underpinnings.
- Ideological conflicts in community projects: case examples.
- Facilitating dialogue across ideological divides.
- Best practices for ideologically sensitive community engagement.

Day 7: Integration, Assessment, and Action Planning

- Review of key concepts and frameworks.
- Summative assessment: written analysis of a community case study.
- Group presentations: ideological analysis of a selected community issue.
- Action planning: integrating ideological sensitivity into daily work.
- Course evaluation and feedback.
- Certification and closing.

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **10 NQF credits** at **NQF Level 3**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 28,200.00	R 28,200.00
1	In-House	R 36,700.00	R 36,700.00
1	On-Campus (Pretoria)	R 42,300.00	R 42,300.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	11 Aug 2026	On-Campus	Mauritius
04 Aug 2026	12 Aug 2026	On-Campus	Cape Town, South Africa
05 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
06 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
06 Aug 2026	14 Aug 2026	On-Campus	Lagos, Nigeria
07 Aug 2026	17 Aug 2026	On-Campus	Johannesburg, South Africa
10 Aug 2026	18 Aug 2026	On-Campus	Cape Town, South Africa
11 Aug 2026	19 Aug 2026	On-Campus	Dubai, UAE

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 119516) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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