



## Ideology and Corruption in Mamet's *Glengarry Glen Ross*: An Althusserian Reading

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### Abstract

*David Mamet is one of the greatest modern American playwrights whose works have dominated the stages during the Twentieth century. Glengarry Glen Ross is a great echo in the world of the businessmen in the United States. This study is very significant for other scholars because there is no research has been done on what this study deals with. This article is devoted to the analysis of David Mamet's Glengarry Glen Ross based on Althusserian theory of ideology. This paper supplies and focuses on the different concepts of ideology like Ideological State Apparatus. This study also tries to examine the consequences of ideology upon the individuals and society. It scrutinizes how Ideology of the dominant class creates unethical and immoral American corrupted society in Mamet's Glengarry Glen Ross. The findings of this study show, the salesmens' choices, preferences, wants and desires are the products of the ideological practices. These ideological practices represent the production of corrupted ideology in the real state in which American Dream activated. The findings also display, the salesman are subjects to the capitalism ideologies.*

**Key words:** Ideology, Ideological State Apparatus, Glengarry Glen Ross, David Mamet.





exists out there and people can recognize it in their social activities. In his idea, ideology deconstructs people's concept of reality and deforms it as the power holders wish to be. This concept of ideology leads men who are permanently considered as social subjects, they change to be objects who unconsciously yield to all social norms and discourses (pp.127-93).

Rehmann (2013) has determined in his book *Theories of ideology: The powers of alienation and subjection*, the sixth chapter of his book entitled as Louis Althusser: Ideological State-Apparatuses and Subjection. Louis Althusser based his ideology-theory on essential aspects of Gramsci's analyses of civil society and hegemonic apparatuses. The Ideological State Apparatuses (ISAs) reproduce the relations of production under the 'shield' (bouclier) of the Repressive State-Apparatuses. Althusser's main attention was directed to the ways in which the ISAs achieve ideological subjection under the bourgeois state. The methodological point of departure for the ISA essay, first published in 1970, was the question concerning the 'reproduction of the conditions of production', that is, on the one hand, of the commodity of labour power, on the other hand, of the relations of production. Althusser's view of reproduction has often been criticized as 'functionalism', as if it disregards the actual contradictions and struggles in social institutions (pp.149-.60).

Althusser (1969) refers to the unconscious process of ideology's acceptance. In chapter seven of this book, he expands this topic as follows; ideology is a set of representations but this set has nothing to do with the consciousness of men. Ideologies are just images and concepts that are imposed to human identities and minds through their unconscious level of understandings. This definition changes human beings to be just as passive and inactive ideological characters who are unable to do anything against these imposed concepts. Based on such belief, ideology is pervaded in men's whole life whether through ISA or RSA to make men confined in some ideological predetermined thoughts and beliefs (pp.219-49).

In Mamet's *Glengarry Glen Ross*, Worster (1994) states that Stanley Eugene Fish (born April 19, 1938) who is an American literary theorist, legal scholar, author and public intellectual. He is currently the Floersheimer Distinguished Visiting Professor of Law at Yeshiva University's Benjamin N. Cardozo School of Law in New York City. He accounts that David Mamet's *Glengarry Glen Ross* is a play that deals with the ideological world of the economic institution of American capitalism. Mamet's characters are organized as salesmen who are the focal figures in the world of economic business. The economic institution regulates the way salesmen will express themselves, their relationships to each other and to their conditions of existence. In addition, this article displays the way that David Mamet employs the language, in the term of



the characters' ability to sell or not. Selling is the center of their identities and relations to each other (p.375).

Bigsby (2004) states in *The Cambridge Companion to David Mamet* that Nightingale says what gives *Glengarry Glen Ross* a bite, is not just that its salesmen are fighting by vulgar means to sell rubbish property. It is that Murray and Mitch who are the company managers, they were out of the stage securely, yet they are frightening omnipresent. They have presented a system that means that those salesmen are not merely in competition but effectively at war with each other (p.91).

Hubert (1988) claims, in *Glengarry Glen Ross*, the characters are sorted according to their age regardless of their occupation. He states that the greater part of Mamet's characters are mediocrities, losers who generally work as the lower classes of American society. They are marginalized by their occupations and their isolation. They are the casualties of the capitalist society, those for whom the American dream never appeared – or gained. Actually, they do not have access to the power given by cash, status, or, love because of their disempowerment, they must be communicated through a few specific channels (pp.560-61).

#### 4- Discussion and Results: *Glengarry Glen Ross* and Ideological State Apparatuses

Worster (1994) says that Mamet's *Glengarry Glen Ross* represents the ideological world of the economic institution of American capitalism. Mamet's characters are organized as salesmen who are the focal figures in the world of economic business. In this respect, the salesmen try to climb the ladder of success in life. Therefore, they are ambitious for success and associate it with wealth. The salesmen, in *Glengarry Glen Ross*, do anything in order to earn money. Mamet's play demonstrates weaknesses of the capitalistic system. However, Mamet communicates his theme in an objective way.

*Glengarry Glen Ross* reveals the corrupted ethics of business that have been propagated by capitalism. The characters in Mamet's play expose success from the material viewpoint. Murry and Mitch have their control both infrastructure and superstructure, they control the economic resources which include the means of production, productive forces or labor power, and all the condition of production. All that done by the ideology of ideological institution represented by the real estate rules and ideologies as in Act I scene II, Moss says:

**MOSS.** To say "I'm going on my own." 'Cause what you do, **George**, let me tell you what you do: you find yourself in thrall to someone else. And we enslave ourselves. To please. To win some fucking toaster . . . to . . . to . . . and the guy who got there first made up those . . .



**AARONOW.** That's right . . .

**MOSS.** He made up those rules, and we're working for him.

**AARONOW.** That's the truth. (Mamet, 1984, p.35)

Chong (2002) says, the real estate office was a fly night actions where the salesmen sold zones of unripe land. The office has its rules and processes like it advertised on radio and television and salesman's pitch was to this effect: "Get on the ground floor.... for more information call....for our beautiful brochure"(p.88). The people who seem to be as interested buyers would call for the catalogue and their names were given. Salesman's duty was to call the these potential buyers back; he estimates their incomes and assesses their names and the sales potentiality. Then, he arranges a meeting with customers. This meeting was called lead; it may lead to a prospect. In this stage, the salesman's duty is to estimate the qualified value of the these leads and he dispenses them to the salesforce. The salesmen takes these leads to the meeting, then this process is called a sit.

Price (1996) says, "The real estate is regulated by two analogous but competing systems. First, there is an impersonal system of regulation enforced by figures who are named yet never seen: Mitch, Murry and the mysterious "Lemkin". Secondly, Public legal institution enforces the structure of surveillance. Baylen is the visible representative of legal institution" (p.13). Mitch and Murry regulate the rules and they are the sources of ideologies by the help of their ideological and economic apparatus placed in the office. Price (1996) says that the salesmen before they have been subjected to the official detective, they are already subjected to multiple system of regulation they have already adopted.

Indirectly, the rules of the office are in place to preserve the salesmen as the servants who are chained with such rules. Moss cannot do what he wishes because the capitalist system in real estate office is calling the shots, through which the salesmen become consumed by this system. It is important to mention that Althusser (2001) says that the Ideological State Apparatuses are functioned by ideology. In such a case, Althusser's main thoughts were to focus on how the Ideological State Apparatus achieves ideological subjugation under control of the bourgeois state. Althusser states that Ideology is not only a matter of ideas or mechanisms of representation but of material practices that exist in the form of apparatuses and institutions. *Glengarry Glen Ross* displays the means by which a group of individuals as Mitch and Murry who are in power, they use the tactic of sales contest so they can reproduce all conditions of production which are exploited for their interest. In other words, the ideological apparatuses, the private ones, like the trade apparatus that represents the real state office. In *Glengarry Glen Ross*, Millionaires or billionaires like Mitch and Murry control



and own this institution. As the capitalists, they have their control over the private real estate office. They direct the office by their ideologies.

In superstructure, Althusser (2001) defines ideology as “a representation of the imaginary relationship of individuals to their real conditions of existence” (p.162). It means the individuals create an “illusion” in their relationship to reality or ideology misrepresented our vision of true ‘conditions of existence’ (Bertens, 2001). Althusser (2001) says that there are two main reasons for making this illusion or imaginary relationship to reality. First, a group of people whom Althusser has defined as (Christian priests), they wish to govern or control the majority of people through the false representation of the world which they have made-up to subjugate other minds by dominating their imaginations. The second reason is “the alienation in the imaginary of the representation of men’s conditions of existence” (p.164). In *Glengarry Glen Ross*, the misrepresentation of conditions of existence makes the salesmen under the control of the management of the real estate office ideology.

Therefore, Althusser considers ideology as the main mechanism of domination. He inscribes: "Men live their actions, usually referred to as freedom and ‘consciousness’ by the classical tradition, in ideology, by and through ideology; in short, the ‘lived’ relation between men and the world, including History (in political action or inaction), passes through ideology, or better, is ideology itself” (Ferretter, 2006,p.78). Therefore, I can say that Mitch and Murry are as creators of ideologies enable them to keep their domination in different ways.

#### 4.1 *Glengarry Glen Ross* as an Imaginary land.

Ferretter (2006) states Althusser's Ideology is a collection of beliefs that work in our minds as common sense and let the existing conditions reproduce themselves; moreover, these beliefs are set and supported by the ruling class. Furthermore, Althusser describes the second feature of ideology that is as material concepts. Ferreter (2006) says that Althusser defines ideology as the way in which people understand their world"(p.77). Ideology, for Althusser, is the set of discourses in whose terms we recognize our experience. It creates the world of our experience or our ‘world’, itself. Althusserian's historical materialism expresses the material reality of ones' existence in the complex set of forces and relations of production that involve the capitalist mode of production.

Chong (2002) says that “The title, *Glengarry Glen Ross*, evokes positive associations: the land being sold by the salesmen sounds romantic and reliable, and represent hope and the possibility for buyers” (p.88). Mamet has selected a high-class title for his play as *Glengarry Glen Ross*; the title comes from the unconvinced parcels of real estate in Arizona and Florida that its callous characters sell to naïve consumers from a branch office in Chicago. Ragnerstam



(2016) says that *Glengarry Glen Ross* represents the world of the capitalism in which the characters are playing a vital role in the mechanism of the capitalism. In this world, the characters try hard to sell the undeveloped land to unwitting customers. Roma, Levene, Ross, and Aaronow are managed in capitalism. Ragnerstam (2016) says the play emphasizes on the capitalism especially from morality view. It presents the basement of the capitalist system in a way that the characters appear as pillagers in it. Ragnerstam (2016) says that Matthew Roudane examines the play as described as commercial greed has transferred into a vaudevillian leitmotif; in this play, the chasing of money under the appearance of the free enterprise becomes a justification to deceive and steal. Hudgins (1992) says that in *Glengarry Glen Ross* there is "Voracious salesmen of the worthless land"(as cited in Ragnerstam, 2016, p.148). Based on capitalist ideology, Ragnerstam (2016) states that the salesmen, in *Glengarry Glen Ross*, are not pillagers but rather than workers who work hard inside and for the capitalist economic system. In *Glengarry Glen Ross*, the salesmen who accept as true that they are a capitalist or at least a crucial players in the capitalist marketplace.

Mamet (1984) mentions that *Glengarry* is a Highlands and *Glen Ross* are Farms. According to Ragnerstam (2016), the characters try to sell this land as a commodity. It is important to mention that the play is "a set during of capitalism where a commodification is taken to the highest degree of abstraction"(p.150). As Schvey (2009) says, the salesmen are trying to sell worthless Florida which is like a marshland, the salesmen give the land a sounding name like Mountain view, *Glen Ross Farms*, or *Glengarry Highlands*. In a world of capitalism as Monteiro & Ferreira (2012) say, everybody converts to be a commodity.

Since the capitalist system is monetary one, what is interesting in land in *Glengarry Glen Ross* merits less the money that makes, by the help of capitalist's ideology. It is very much associated with the idea of corruption, in the sense that Mitch and Murry distort the land's existence as they try to make the salesmen sell something that does not exist in real existence. Molnar (2002) says, the salesmen lie to sell illusory products while the potential clients lie to make themselves and the salesmen believe they can own some "real" estate. As Ragnerstam (2016) says that the land as a commodity, it is doubtful that, there is a land that really existed: a question which is merged by Klaver (1996) says, in her analysis of the process of simulation in her article, "David Mamet, Jean Baudrillard and the performance of America", "What are the real estate salesmen actually selling? Is there any evidence in the play to suggest that they are selling real land? Do *Glengarry Highland Farms* exist even as good old American swampland? Or are these parcel simply the signs of an American dreamscape



completely divorced from any referential anchorage?" (as cited in Ragnerstam, 2016, p.151).

In Act, I Scene I, Levene wants to have the leads of the 'Glengarry Highland' he deals with the product of the capitalism that Mitch and Murry or by their representative Williamson as something existing in reality, something can generate money out of it. In act one, scene one, Levene says, "The Glengarry Highland's leads you're sending Roma out"(Mamet, 1984, p.15). Levene needs these leads of 'Glengarry Highland', as he wants to keep his job in real estate institution. He treats these as the land as something important for his business life. Therefore, he is ready to fight and bribes other to get the board. He offers all the options to Williamson. All for a product that if I suppose that the land really exists, it is only a marshland, which does not deserve its value. The capitalist ideology, in offering such a land for sales, tries misrepresents the reality of this land as the land that has a mountain view and luxurious one that makes the salesmen serious to sell their products. Levene is ready to do anything for keeping his job; he is pathetic, wreck, anxious and subjected to for the valueless land.

In addition, In Act I Scene III, the dialogue between Roma and James Link, Roma tries to make Link invests in the land:

**ROMA.** James. I'm glad to meet you. (*They shake hands.*) I'm glad to meet you, James. (*Pause.*) I want to show you something. (*Pause.*) It might mean *nothing* to you . . . and it might not. I don't know. I don't know anymore. (*Pause. He takes out a small map and spreads it on a table.*) What is that? Florida. Glengarry Highlands. Florida.

(Mamet, 1984, p.50)

Roma is also being highly subjected to what is imposed by Mitch and Murry and he treats the land as an existing commodity by showing it on the Map. His main goal is to maintain the capitalist ideology by promoting to sell this land. Ideology refers to the misrepresentation of prevailing social relations in which the subordinated classes are imposed upon. In the play, the four characters including Williamson have considered as a subordinate class who suffer from falsified or their imaginary representation (misrepresentation) of their relation to real conditions of their existence. Murry and Mitch try to give an illusion of the social relations around characters, analytically, in order to mask or obscure the realities of subordination, exploitation, and domination those relations embody in sales contest of this land. The capitalist system, in *Glengarry Glen Ross*, impulses the salesmen to follow the business ethics determined by them. The value that is based on the competition among the salesmen.

It is logic as Ferretter (2006) says that Althusser has intended by Ideological State Apparatus is to lead and control the individual member of it. It





is not because it means embracing certain beliefs that we can construct ISAs; rather than ISAs have been constructed that we hold certain beliefs. The material apparatus or the institution, with all its practices and rituals, will rule the beliefs of its members. Ideas or beliefs are not the property of individual subjects, Ferretter (2006) says that Althusser has mentioned, the ideas are only the result of the situation of those subjects, in class society, within a set of ISAs. In *Glengarry Glen Ross*, the management of the real estate office forms the ideas and beliefs that the characters are holding on and following them. Capitalist's policy and ideology have indirectly imposed upon the salesmen to convince them how to be good salesmen to keep the domination over them. Therefore, they have to be able to apply the mantra "Always be closing".

#### 4.2 Always Be Closing" as an ideology

In the world of business, there are different tactics that are used by the managers of the firms or offices to control their business and the employees to reach the domination over them. One of these important tactics is the idea of "Always Be Closing". In this world as Kazravan (2016) argues, "Always Be Closing" is a tactic, which means that salesmen sell their products, but in reality they are selling themselves. Such a tactic is related to the relation between the salesperson and the client. In a capitalist society, salesmen for being hired to a company or an office, the managers are buying them and they are selling themselves. Hannah and James (2011) state that Always Be Closing is a reference to A-B-C letters. It is a condensation which is seen as enthusiastically attempts to close the deal of the salesman with his client. Hannah and James (2011) have defined this condensation as the salesman in selling process has to be closing in overcoming all the difficulties and problems. Therefore, the salesman has to push the sale closer and closer to the client.

Althusser considers ideology as the main mechanism of domination. Ferretter (2006) states Althusser's Ideology is a collection of beliefs that work in our minds as common sense and let the existing conditions reproduce themselves; moreover, these beliefs are set and supported by the ruling class. Furthermore, Althusser describes the second feature of ideology that is as material concepts. Ferreter says that Althusser defines ideology as the way in which people understand their world"(p.77). Ideology, for Althusser, is the set of discourses in whose terms we recognize our experience. It creates the world of our experience or our 'world', itself. Althusserian's historical materialism expresses the material reality of ones' existence in the complex set of forces and relations of production that involve the capitalist mode of production. Ideology or belief system is done through ideological state apparatuses to achieve the subjection of its individuals.



In *Glengarry Glen Ross*, the real estate as the economic or institution of business which has its own rituals and ideology. In this office, Mamet starts his play with a very important idea that "Always Be Closing" which is being used as "practical sales Maxim" (p.13). If I ask a question what did Mamet mean once he wrote: "Always Be Closing" It has developed a mantra for business in America. Always Be Closing is considered as an ethic of the capitalist system which tries to propagate.

Schvey (2009) states that the belief of 'Always be closing', Mamet has probably recruited his purest representation for a society that constructed on ruthless exploitation or subjection. In *White Collar : The American Middle Classes*, Mills (2002 ) recognized the image of the salesman with America as a nation: 'The salesman's world has now become everybody's world, and, in some part, everybody has become a salesman.... This is a time of venality.... The bargaining manner, the huckstering animus, the memorized theology of pep, and the commercialized evaluation of personal traits they are all around us; in public and in private there is the tang and feel of salesmanship"(p.161). Worster (1994) states that *Glengarry Glen Ross* exposes how "the capitalism posits within its subjects what it means to be a success, to be a man, to be a salesman, as well as what it means to be anything else (like a failure, a woman, a customer - these terms are all vaguely synonymous pejoratives to the salesmen"(p.375).

Bigsby (2000) says, "A closing- down sales implies the buyer has unfair advantage over. The response is greed rather than pity the seller" (p.218). When the salesmen sell the real-estate, they are not selling the real. Murry and Mitch as capitalists had imposed the idea of "Always Be Closing" as practical sales maxim" (Mamet, 1984, p.13) which represents an ideological idea in the world of salesmen. Such an idea exists in the minds of salesmen and it is the main goal they want to achieve. However, in reality, none of them achieves anything to close. However, Ferreter (2006) says that Althusser has displayed the reality, as it is masked or distorted by the ideology of capitalism. In this respect, Murry and Mitch falsified this phrase, they try to make it as pretty as they can. As Walmsley (2007) states that "Always Be Closing" has permanently disillusioned or poisoned our common sense when one who does business with others.

Althusser (2001) argues that the ideas of subjected people have their path towards material existence. In *Glengarry Glen Ross*, the real estate office is considered as an economic apparatus, the salesmen concentrate on doing "Always be closing" as an ideology in which it displays a materialistic world that has formed all actions or practices of salesmen are to win the Cadillac and keep their positions in the real estate office. All actions of the salesmen are ruled by material rituals, which are themselves defined by the material ideological apparatus in real estate office from which originates the ideas of those salesmen



as the subjects. "Always Be Closing" is a kind of exploitation issue, in the sense that, the salesmen either they do "always be closing" or lose their job at the end of the week. In this regard, all salesmen are blindly obedient to such mantra. As Gale (1998) states that Mamet refers to this mantra, as "everything transfer to be a business, even personal relationship. Therefore, they stick to it, and they live with it as an ideology, it can be as advice for the whole play. In Act I, Scene I, Levene tries his efforts to close the leads by being much subjected to Williamson. His main goal to sell and return his glory of the past. To achieve his purpose, he tries to make Williamson aware of what he was doing concerning "Always Be Closing"; he was doing that out of the cold calling.

**LEVENE.** We know how this . . . all I'm saying, put a *closer* on the job. There's more than one man for the . . . Put a . . . wait a second, put a *proven man out* . . . and you watch, now *wait* a second—and you watch your *dollar* volumes. . . . You start closing them for *fifty* 'stead of *twenty-five* . . . you put a *closer* on the . . . (Mamet, 1984, p.15).

It is clear that Levene has the idea of "Always Be Closing" or closing these leads but not lately, he wants to be like Roma who is on the top of the board. He is a person of closing the bargain. The board represents the most obvious technique of the capitalists (Murry and Mitch). The salesmen are nothing but only names on the board in which the board decides their destination and their existence in the office. Because the one who is on the top will have the hot leads, win the Cadillac and keep his job in the office. Each salesman wants to be on the board, all are subjected to the sales contest.

**LEVENE.** Then put me on the board.

**WILLIAMSON.** You start closing again, you'll *be* on the board.

**WILLIAMSON.** You start closing again, you'll *be* on the board.

**LEVENE.** I can't close these leads, John. No one can. It's a joke.

John, look, just give me a hot lead. Just give me two of the premium leads. As a "test," alright? As a "test" and I promise you .

. .

**WILLIAMSON .** I can't do it, Shel. (*Pause.*)

**LEVENE.** I'll give you ten percent. (*Pause.*)

**WILLIAMSON.** Of what?

**LEVENE.** Of my end what I close.

**WILLIAMSON.** And what if you don't close.

**LEVENE.** I *will* close.

**WILLIAMSON.** What if you *don't* close . . . ?

**LEVENE.** I *will* close.

**WILLIAMSON.** What if you *don't*? Then I'm *fucked*. You see . . . ? Then it's *my* job. That's what I'm *telling* you.



**LEVENE.** I will close. John, John, ten percent. I can get hot. You know that . . .

**WILLIAMSON.** Not lately you can't . . . (Mamet, 1984, p.23).

The idea of exploitation from Levene who wants to get the top of the board instead of Roma, they seem as friends but at work, they are like enemies. Indeed, they like dogs eat dogs. Levene emphasizes on "put a *closer* on the job." For Williamson as well as Murry and Mitch care for Roma because he is the one who has achieved their ideology and getting the top score on the board, as he is the guy who gets a reputation. Levene wants to have his chance to show his ability to close. In line (13), Williamson informs Levene that "you didn't close"(Mamet, 1984, p.16). From the beginning of the play, in Act I Scene I, Levene has identified the wrong policy of that economic apparatus by saying that:

**LEVENE.** Lately kiss my ass lately. That isn't how you build an org . . . talk, talk to Murray. Talk to Mitch. When we were on Peterson, who paid for his fucking *car*? You talk to him. The *Seville* . . . ?

He came in, "You bought that for me Shelly." Out of *what*? Cold calling. *Nothing*. *Sixty-five*, when we were there, with Glen Ross Farms? You call 'em downtown. ....

**WILLIAMSON.** It isn't me . . .

**LEVENE.** . . it isn't you . . . ? Who *is* it? Who is this I'm talking to? I need the *leads* . . .

**WILLIAMSON.** . . . after the thirtieth . . .

**LEVENE.** *Bullshit* the thirtieth, I don't get on the board the thirtieth, they're going to can my ass. I need the leads. I need them now. Or I'm gone, and you're going to miss me, John, I swear to you.

**WILLIAMSON.** Murray . . .

**LEVENE.** . . you *talk* to Murray . . .

**WILLIAMSON.** I have. And my job is to marshal those leads.

(Mamet, 1984, p. 16)

Williamson is also subjected to what imposed by his bosses by saying "And my job is to marshal those leads". He has no choice to change anything but only to follow the instructions and keep the policy of Murry and Mitch. In Act I, Scene I, Williamson emphasizes that the rules of the office are Murry's' and Mitch's' rules, he is only following their ideology in the office.

**WILLIAMSON.** Let me tell you something, Shelly. I do what I'm hired to do. I'm . . . wait a second. I'm hired to watch the leads. I'm given . . . hold on, I'm given a policy. My job is to do that. What I'm told. That's it. You, wait a second, anybody falls below



a certain mark I'm not permitted to give them the premium leads. (Mamet, 1984, p.19).

The main policy is "Always Be Selling" or Closing the leads as Worster (1994) says, this ideology "hovers over the play like a perverted golden rule. Not only are the salesmen always selling, they talk about selling almost as much as they talk about talking; the words sell and close occur at least forty-five times in the play" (p.378).

In Act II, Scene II, Rome is also subjected to the ideology of the office. When he lost his deal with his customer James Lingk. He is thinking that he gets near to the Cadillac car but unfortunately, because of Williamson's reaction, Roma has lost his deal. Roma says. (Simultaneous with "job," exiting the office): "I'll be at the restaurant." (Mamet, 1984, p.108). He is going back to catch a sit with another customer to achieve the idea that he is the one who is doing always be closing. Varro (2005) states that selling and success turn to be a pitiless and soulless race. The race is not in favors of the customers, it is only for getting a big price, in the case of *Glengarry Glen Ross*, and it is represented by a Cadillac car.

In the capitalist system by the help of ideology, it depends on people's exploitation by seizing the efforts of hard work of the labors in the interest of the capitalist minority. Ideology, in this sense, is a kind of misrepresentation of the conditions of the employee and the customers which makes them seem reasonable. So that they are accepted and taken for granted by both the labors, customers and the capitalists. Ideology thus serves to the legitimate the practice of exploitation by concealing reality.

#### **4.3 *Glengarry Glen Ross* and the world of competition**

Mamet proclaims a strong introduction to his play. All his characters are subjected to this idea "Always be closing" or "close the leads" As Das (2011) states that, *Glengarry Glen Ross* designates the salesmen of real estate whose company dives them in compulsory and merciless competition or sales contest. Mamet says that Sales Contest as practical sales maxim in which all salesmen want to win the sales contest to the extent they become subjected to it. A- B- C or "Always Be Closing" is a reference to "an institutional practice, for many sales organizations, encourages the seller to declare victory for short term result"(Green and Howe, 2012, p.126). "Always be closing" in *Glengarry Glen Ross* is a belief of capitalism but it cannot be an ideology unless it is performed by individual's practice within real estate apparatus in the world of businessmen. Althusser (2001) says, ideology is an action or practice of individuals administered by their disposition within material apparatuses. The vital view that, the individuals, as responsible subjects are the notion of an explanatory link between belief and action. Correspondingly, Althusser states that when an individual believes with one idea that his 'consciousness' motivates him and



freely accepts, he must act according to his ideas", must, therefore, inscribe his own ideas as a free subject in the actions of his material practice.

Ferreter (2006) says that the individual in the business field, he or she might think the life is a world of competition, in this respect; he or she has to be shrewd, clever, and reliable than all another individual. The most successful salesman will obtain a Cadillac, the salesman in second place will get a set of steak knives; while the loser will be fired. Actually, it is a neat paradigm of a competitive capitalist society. The strategic of competition in *Glengarry Glen Ross* lies in safeguarding the addresses of the probable consumers. In this competition, the actions of salesmen are driven by their beliefs. The sales contest brings out the best in us. In this world, if someone wants to a successful salesman, he has to act based on the dominated ideology in which success breeds success. Such issue is the pressure that it encourages immoral methods with respect to the clients and ultimately with respect to the company. In capitalist's ideology, in *Glengarry Glen Ross*, the salesman's own deceitful actions, by contrast, in cheating their customers, is considered merely as good business, approved by the ethics of the world in which success is a price and closing a deal a triumph. The competition in *Glengarry Glen Ross* starts at the beginning of the play through the practice of "sales contest" practically. Kane and Zappulla (2016) state that the salemen who suppose to be to top performers, for them, the key point is securing the better deals. The captialism focuses on practicing the essential skills because the capitalists want to inculcate insistional competency across their the employess. For capitalism, Practice the is the component to success (p.34). Praticce is the main key in sales contest in capitalsit views, "sales practice refers to directing industry research, studying the competition, improving product Knowledge, leveraging sales tools, working on your presentation skills, Learning how to be a better listener. The salesmen always should be improving and the seleman who is the best is the one continue to work on improving himself . He is committed to practicing because good sales is about sustained effort"(p.36). The interested issue is that, Althusser (2001) states that "Ideology has a material existence" (p.164). It means, "An ideology always exists in an apparatus, and its practice, or practices" (p.166). Ideology always expresses itself through actions, which are "inserted into practices" (p. 168), these practices could be in shapes of rituals, conventional behavior,

"Always Be Closing" cannot last for a long time unless the salesmen practice it. In *Glengarry Glen Ross* as Chong (2002) says, the play is fly night actions where the salesmen sold zones of unripe land. In the sense, each salesman has to act according to the belief system of the capitalism. It seems that the only one who can sell away is Roma, the running up is Moss, then followed by Levene, and finally by Aaranow, seemingly the least aggressive, dishonest and therefore productive of the sales force. Thus, ideology influences people to do



things desired by the ideology maker not just believing in it. In the play, there is nothing but only practicing the sales process. As Das (2011) states that the world of the play maps the characters are never seen in their domestic situations, the matter that makes the audience does not sympathize with these characters. It is hard to risk about the home lives of Mamet's salesman. Only a few words from Levene suggests that none of them have personal relationships at all, but only at work, they just look for keeping their jobs and make money, mainly at each other's expense. Companionship is sometimes as sham and often a ruse.

## 5. Conclusion

According to what has been discussed further, Althusserian theory of ideology is highlighted in the play. Mamet examines the corrupted ideology (Always Be Closing) created by the capitalist system. It becomes a source of reality distortion in the world of businessmen. This ideology have been practiced through the cruel sales contest by all the salesmen. They have to believe and act in "Always Be closing". All actions for achieving this corrupted ideology had been done though the real-estate which represents the trade or economic Ideological State Apparatus. This office hides and distorts the real conditions of salesmen.



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