**Birth of the term “ideology”** , hence its pre-Marxian past. More specifically:

Destutt de Tracy, the godfather of the term, and the “Ideologists”: the project of “Ideology” as a new science, in the vein of the natural sciences. Hence, the ironical reversal that can be observed within the trajectory of the meaning of the term.

The object of this new science would be the analysis of ideas and their reduction to the sense data. Thus, the gnosiological background of the project: empiricism. (The reception though of the Ideologists’ programme as a version of idealism on the part of Marx-Engels)

The practical-political aims of this project are definitely situated within the context of the Enlightenment and the objectives of the French Revolution.

The interrelated epistemological and political dimension in the conception of “Ideology” from its very start

**The role of Napoleon**

With Napoleon we have the transition to the evaluatively negative concept of ideology, since it is considered as something identical to useless speculation and metaphysics (and this new meaning influenced Marx’s usage of the term) . The reasons for which Napoleon turned from a friend to an enemy of “the Ideologues”.

**General Remarks** on the relationship between Marxist theory and the concept of ideology