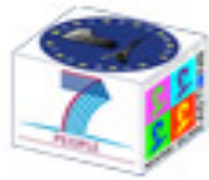




European/International Joint PhD in Social Representations and Communication International Summer School 2015



European Commission REA-Research Executive Agency
FP7 - PEOPLE Initial Training Networks
So.Re.Com. Joint-IDP
(PITN-GA-2013-607279)



Funded by the European Union

**Mapping the impact and dissemination of the social
representation theory across different geo-cultural contexts
around the world: from Europe towards other continents**

**at the European/International Joint PhD in Social Representations & Communication
Research Center and Multimedia LAB**

18th - 25th July 2015



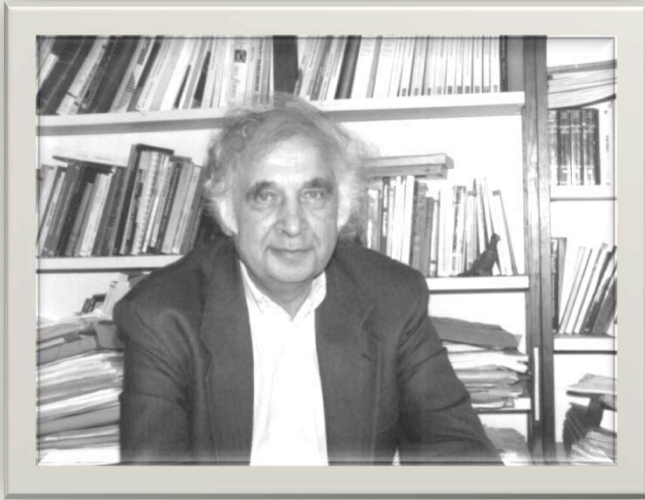
SAPIENZA
UNIVERSITÀ DI ROMA



Tribute to Professor Serge Moscovici



Brigido Vizeu Camargo
(LACCOS – UFSC)



Serge Moscovici 1994 at EHESS - Paris

I began reading Serge Moscovici's work in 1977, early in my career as a professor of Social Psychology in Brazil.

Only in 1992 I had the first contact with him, in the student condition of the Doctoral Program in Social Psychology at the Ecole des Hautes Etudes en Sciences Sociales in Paris, directed by Denise Jodelet.

Although intensified my reading of his work, I had little contact with Professor Moscovici at this time.

In 2001, along with my colleague Clelia Nascimento-Schulze, we received Professor Moscovici in Florianopolis at the Second International Conference on Social Representations.

The terrorist attacks on September 11 had just occurred in the United States.



Serge Moscovici 2001 in Florianópolis - Brazil

At the time I proposed to Professor Moscovici introduce him to some of the 42 beaches existent in Florianópolis, but for my surprise, he said:

"I would like to know the Public Market".

When I asked for his interest, he explained:

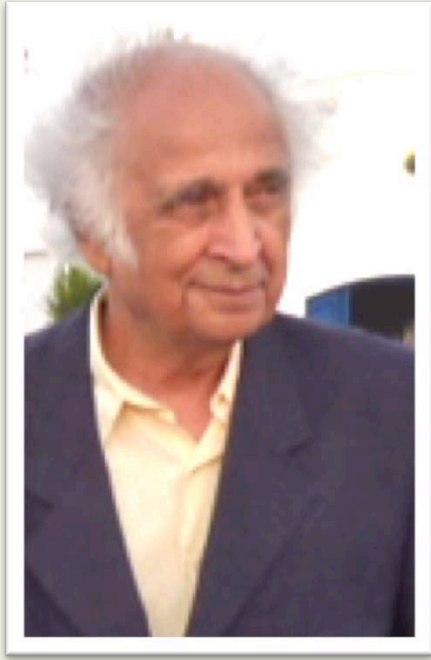
"To know a city is necessary to know its market."



Florianópolis' Public Market - Brazil

We went to the market and toured in Florianopolis' city center, talking on trading and on social communication theories.

At the time, he noted that the fact that product prices are announced and predetermined inhibited communication between buyer and seller.



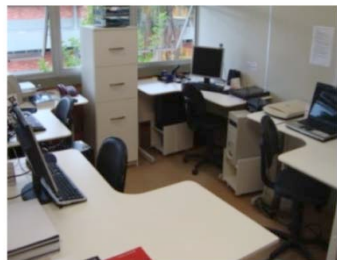
After six years, in 2007, invited by the Fondation Maison Sciences de l'Homme - Paris as Directeur d'Etudes, I started to have a more frequent contact with Professor Moscovici and it continued until the previous semester of his death.

This late contact, intellectually intense and dense for me, was characterized by long conversations about Social Psychology, over Romania, Italy and Brazil.

This tribute has a personal but also institutional tone.

While Social Psychology of Communication and Cognition Laboratory's coordinator at Federal University of Santa Catarina (<http://www.laccos.com.br/>) I also represent this Brazilian research center, which for over 20 years is dedicated entirely to the Social Representation Theory (Camargo & Bousfield, 2011).

In each exchange, Professor Moscovici indicated to me, with enough discretion, paths to LACCOS' research lines.



LACCOS - UFSC - Brazil

In 2010, to prepare a special issue commemorating the 50th anniversary of the Social Representation Theory to the Psychology Brazilian Society journal, I stayed a longer period in Paris.

And on visits to his home, I witnessed their interest in the Brazilians studies and works. This special issue was published (Camargo & Tomanari, 2011) and is available on the journal website.



http://www.temasempsicologia.org/conteudo/view?ID_CONTEUDO=29



The following preface's extract, he wrote for this commemorative issue, and brought indications about our conversations:

"The various articles presented here, from the Social Psychology of Communication and Cognition Laboratory or with researchers that dialogue with it over the time, provide a double testimony: on the vitality of the social representations study field in Brazil, and on interest given to the social representations phenomenon regarding the problems that affect society at crucial moments in its history. And that reminded me of the concerns I had in my early researches."

On this occasion, Professor Moscovici told me about the Second World War and about their early experiences in France. He talked about the beliefs in political responses to the consequences of these history crucial moments, on his discovery of France, particularly Paris, the work world and the search for the meaning of these events through scientific research.

That same year, I met again Professor Moscovici at the Summer School European Doctoral on Social Representations and Communication, where I had the pleasure of following his lecture: "Essay on social representations and ethnic minorities", and offer a conference on the theme "Social representation and applied science: HIV prevention case."

On this occasion, we talked about the social intolerance related to ethnic groups (Gypsies and Jews) and the AIDS epidemic.



From the left to right: European Doctorate poster on Social Representations and Communication; Brigido Vizeu Camargo; Annamaria de Rosa (European PhD coordinator) and Professor Moscovici at 2010's Summer School.

The Social Representations Theory started to be disseminated in Brazil by his collaborator, and my doctoral advisor, Denise Jodelet. This occurred in 1982.



Brazil: Social representations' geographic introduction

For me, **three events** defined the Social Representation Theory (SRT) diffusion in Brazil:

- 1- The creation, in 1990, of the **work group: "Social Representations"** at the **National Association for Research and Graduate Studies in Psychology (ANPEPP)**, which allowed a creation of a Brazilian reference network of researchers in SRT.
2. **The Second International Conference on Social Representation** execution in Rio de Janeiro in 1994 (directed by Celso Sá), which advantaged the exchange between Brazilian and Europeans researchers.
- 3- The initiative to accomplish the **Brazilian Section Conferences on Social Representations**, as from 1998 in Natal (directed by Margot Madeira); which brought continuity to the contacts between European and Brazilian and the relations consolidation between Brazilian researchers.





Specifically in Brazil, Professor Moscovici encouraged the creation of two centers and a research network through the Balzan Prize:

the **International Centre for Studies on Social Representations and Subjectivity - Education** (CIERS-ed - São Paulo) (*[http: / / www.fcc.org.br/pesquisa/ciers.html](http://www.fcc.org.br/pesquisa/ciers.html)*)

and the International Centre for Research in Representations and Social Psychology "*Serge Moscovici*" (GMT) (*[http:// www.centromoscovici.com.br/](http://www.centromoscovici.com.br/)*);

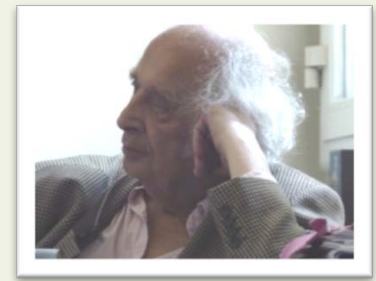
and also the **International Research Network on Social Representations of Health** (RIPRES - Évora) (*[http:// www.cicts.uevora.pt/RIPRES](http://www.cicts.uevora.pt/RIPRES)*), which although it is formally located in Portugal, has a majority of Brazilian participants and representation in their coordination.



His book, "*La psychanalyse: son image et son public*" (Moscovici, 1961 and 1976), significantly changed the researchers conducted by LACCOS.

Most studies in the social communication field underlines the notification importance from the communication, but in fact does not consider it. And Professor Moscovici, when considering the communication systems, conceived it as a relationship, locating it in the social and historical situation where it happens, providing a content understanding of these ideas and social practices which circulate in society. (Camargo & Bousfield Society, 2011).



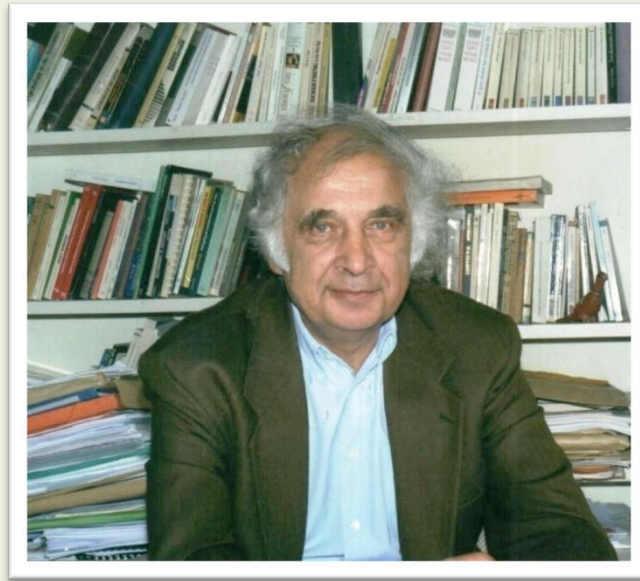


Professor Moscovici:

In the 50s emphasized the importance of everyday knowledge for the contemporary societies, while intellectuals considered this kind of thinking as inferior to scientific and technological thought (Moscovici, 2013).

In the 60s, he was concerned about the ecological issues while ruled an anthropocentric and destructive idea of the environment (Moscovici, 1968).

In addition, in the early 90s he reaffirmed, with great courage, the societal approach to Social Psychology, with the Social Representations paradigm; at the height of Social Discursive Psychology (Camargo, 2014).



His death saddened us, but drove us to rereading his extensive, dense and creative work. Professor Moscovici certainly was a social thinker who challenged, defined and continues to mark the Social Sciences and particularly the Social Psychology.

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Thank you, I appreciate your attention!

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