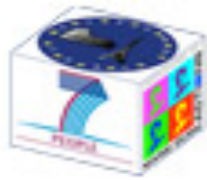




European/International Joint PhD in Social Representations and Communication International Summer School 2015



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



Remembering Serge Moscovici

Jian GUAN

Department of Social Psychology

NanKai University

July 15-25, Rome

- It is with great sorrow that we have known the death of Professor Serge Moscovici.
- Serge Moscovici's works are characterized by their great novelty: they have overthrown the canonical paradigms of the discipline, renewed its methods of research and its orientations, and created an European tradition in social psychology whose originality is recognized everywhere.

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塞尔日·莫斯科维奇逝世

2014年11月21日 09:16 来源: 中国社会科学网 作者: 管健 字号 a a a

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塞尔日·莫斯科维奇 资料图片

2014年11月16日凌晨, 90岁高龄的塞尔日·莫斯科维奇逝世于巴黎的家中。不仅欧洲社会心理学失去了一位卓越的领军人物, 这对于整个世界的社会心理学来讲, 也是一笔不小的损失。从16日到现在, 在伦敦政治经济学院社会心理学系的纪念网站上, 持续的有全世界的社会心理学工作者大量留言, 大家都为失去这样一位伟大的社会心理学家而悲痛不已。

塞尔日·莫斯科维奇出生于1925年, 是一位罗马尼亚裔的犹太人, 他是当代欧洲最著名的社会心理学家之一, 开启了社会心理学研究的欧洲取向。作为犹太人, 他历经时代的颠沛流离, 于1961年获法国首都大学心理学博士学位, 并从此留在巴黎长期研究和任

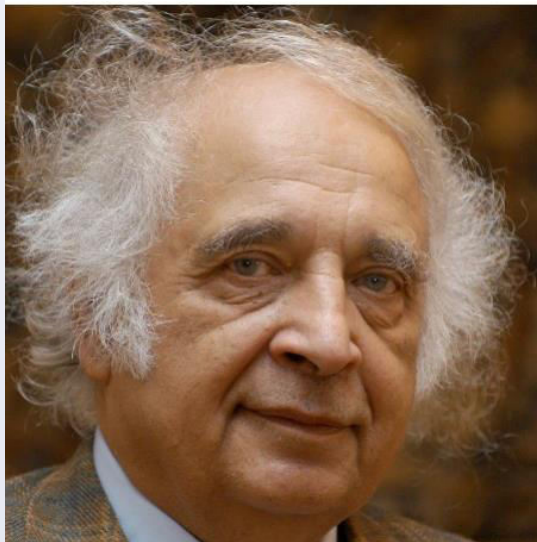


2003 Balzan Prize for Social Psychology

Serge Moscovici

Romania/France

ITALIANO DEUTSCH FRANÇAIS ENGLISH



- [Back to the Prizewinner's homepage](#)
- [Bio-bibliography \(French\)](#)
- [Berne 07.11.2003 \(French\)](#)
- [Questions de psychologie sociale \(French\)](#)
- [Research Project](#)
- ["Per leggere Moscovici" di Giovanni Busino \(Italian\)](#)
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Serge Moscovici's works are characterized by their great novelty: they have overthrown the canonical paradigms of the discipline, renewed its methods of research and its orientations, and created a European tradition in social psychology whose originality is recognized everywhere. In the sciences of man and society, Serge Moscovici is in the position of eminence, which, until the end of the 1960s, was held by Jean Piaget.

In the contemporary sciences of man and society, this scientist stands apart from all others. The breadth and diversity of his interests first inspired him to study philosophy, mathematics and the history of science, and then psychoanalysis and social psychology. His doctoral dissertation in psychoanalysis was on the image of this discipline and its public (1961), and it was followed by a series of research projects on the relations between nature and human society that allowed him to elaborate his theory of social representations and to indicate the links that bind men to each other. Serge Moscovici connects the notion of the autonomous individual capable of initiatives and choices with notions of the family, institutions, professional categories and nations, all of which determine possibilities for action, the fate and destiny of each single individual and society as a whole. He studies how individuals organize their experiences in the social realm, how situational dynamics develop among individuals, and as a parallel, he analyses the levels of social integration and the beliefs, values and ideologies of society. For Serge Moscovici, the psychosocial explanation must take into account the link between the individual and the collective, between the subject and the system. This conceptualisation makes European social psychology an alternative to American social psychology, both from the theoretical as well as methodological points of view.

The theories of social representation and minority influence are major innovations, and lie at the origin of numerous research programmes that take into account individual as well as crowd behaviours.

Serge Moscovici demonstrates that individuals change when they are in groups, but he also shows that minorities are capable of changing the opinions, ways of doing things and ways of thinking of society as a whole. The theories of social representation, the theories of social influence of the minorities and the theory of collective choice and social consensus are the three most important contributions that Serge Moscovici has made to European social psychology.

Send to

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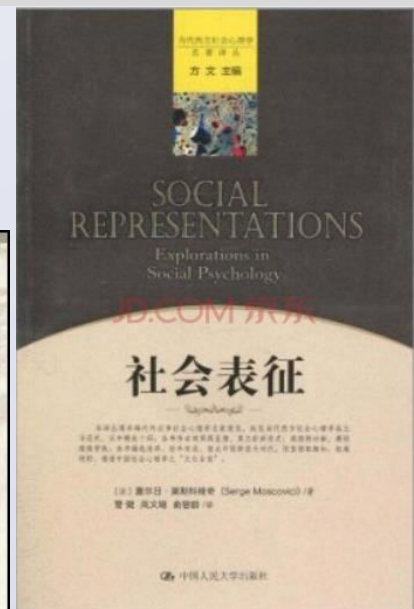
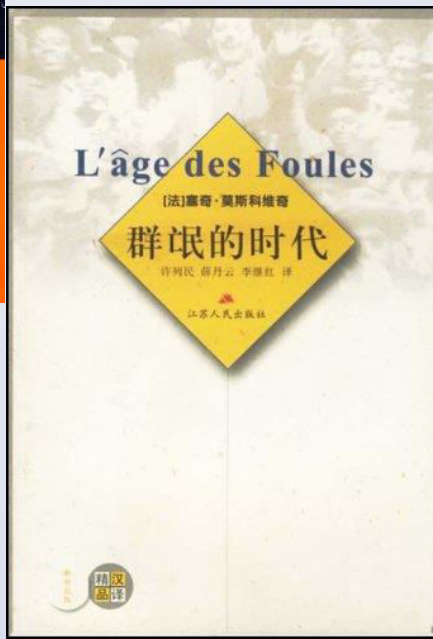
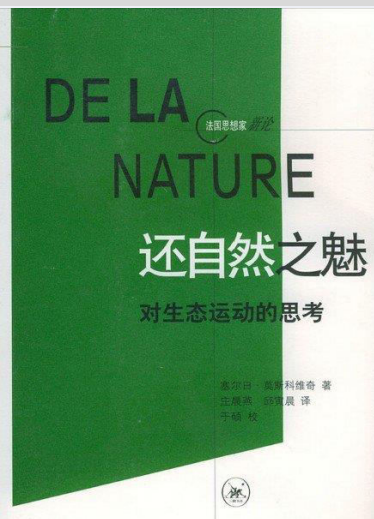
- He studies how individuals organize their experiences in the social realm, how situational dynamics develop among individuals, and as a parallel, he analyses the levels of social integration and the beliefs, values and ideologies of society. For Serge Moscovici, the psychosocial explanation must take into account the link between the individual and the collective, between the subject and the system. This conceptualisation makes European social psychology an alternative to American social psychology, both from the theoretical as well as methodological points of view.

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- **Serge Moscovici demonstrates that individuals change when they are in groups, but he also shows that minorities are capable of changing the opinions, ways of doing things and ways of thinking of society as a whole.**

The theories of social representation, the theories of social influence of the minorities and the theory of collective choice and social consensus are the three most important contributions that Serge Moscovici has made to European social psychology.

Chinese Translation of Moscovici



Core character of Social Representation in China



Core character of Social Representation in China



Li Liu is Professor of Social Psychology and the Director of the Institute of Personality and Social Psychology, in the School of Psychology at Beijing Normal University. He holds a doctorate in social psychology from the London School of Economics and Political Sciences.

Core character of Social Representation in China



He is author of more than 80 articles and has edited books on New Zealand Identities, Restorative Justice and Practices in New Zealand and Progress in Asian Social Psychology.

Core character of Social Representation in China



Yang Yiyin, Ph.D. in social psychology, is Research Fellow and Director of the Research Center for Social Psychology of the Institute of Sociology, Chinese Academy of Social Sciences.

Core character of Social Representation in China



Fang Wen is Professor of the Department of Sociology and Research Fellow of the China Center for Sociological Research and Development Studies, Peking University.

His main areas of academic study are the history and system of contemporary social psychology, group and inter-group processes, and religious groups.

Core character of Social Representation in China



Huanglili is a professor and the Chair of Institute of Learning Science, National Tsing-Hua University. Her researches include Indigenous Chinese Psychology of harmony and conflict, ethnic identity, and gender study, rights and duties.

Core character of Social Representation in China



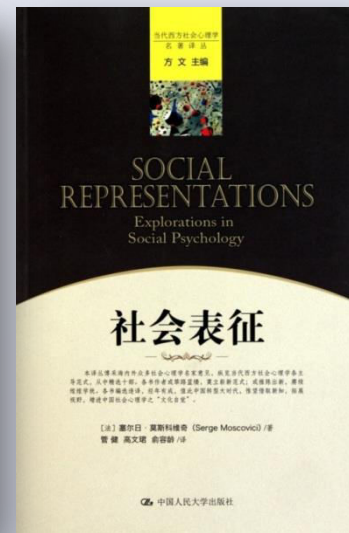
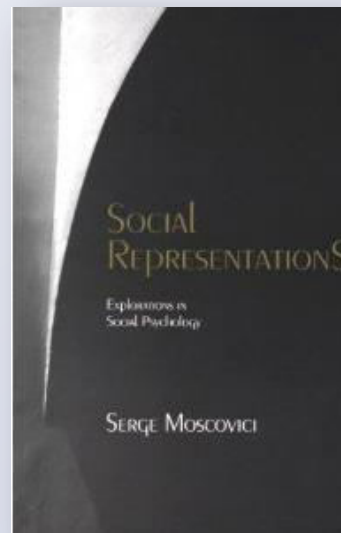
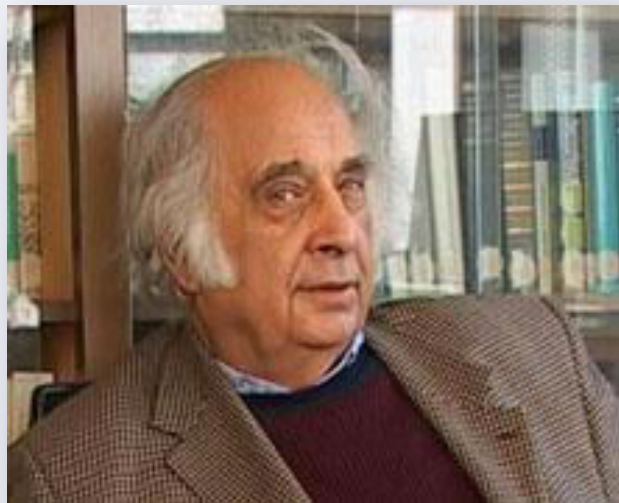
Department of Social Psychology, Nankai University, China
Jian Guan studied social psychology at the Nankai University in China. Her main research areas are in social psychology, social representation, stigma, bias, stereotype and intergroup relation.

- **There were only small number of researcher or scientist working on the theory of Social Representations in Asia.**
- **Risa Permanadeli, from University of Indonesia, the organizer of the 9th International Conference on Social Representations invited me to particitate and contribution for this conference.**
- **The conference theme was : "Alternative Production of Knowledges and Social Representations".**
- **Moscovici provided me a financial support for participation in this conference.**

- **Prof. Risa Permanadeli, suggested us to organize a symposium focusing on contextualizing SRT in Asia academic space.**
- **To facilitate our communicating about this symposium, our symposium highlighted the value of the cultural-historical-political contexts of our countries for further developing SRT on the one hand; and gave prominence to the merits of SRT for understanding real problems in our societies on the other hand.**
- **It was a good start for the creation of networking with Chinese scholars for developing SRT in Asia.**

Preface

Social Representations: Explorations in Social Psychology



- The translation of this book on Social Representations impresses me tremendously and I wish to acknowledge this with gratitude. This book is for me a living being that was born at a given moment, which has its history accompanied by memories as well as by hopes. I could not imagine that the theory, to which this book is devoted, could become interesting for researchers and students who I have never met. But our lives as researchers are full of surprises, surprises of discoveries and of finding colleagues in communicating ideas through publication.

- Gerard Duveen of the University of Cambridge had the idea to bring together some of my articles. I have specified the theme of social representations and he organized the book, and included also my dialogue with Professor Ivana Markova. When I think about Gerard Duveen's work, about all his activities and energy during many years I knew him, I am embarrassed and sadly touched to evoke his name. He is no longer among us due to a serious illness to which he succumbed a year ago. And some sentences of praises will not do justice to his theoretical contributions, to the scientific community to which he belonged and to the diffusion of the theory of social representations among other social sciences. Throughout many years of the life of the theory of social representations I have been aware that generations of researchers who have approached this theory, have experienced difficulties and one could say, even reticence in attempting to understand this theory.

- **I suppose that some of these difficulties may be also experienced in China.** Above all, the theory of social representations takes on a multifaceted, historical and anthropological approach, and the study of language and communication is part of this theory. Such complex approach is not commonly adopted in contemporary social psychology. Nevertheless, as far as I am concerned, the study of language and communication, which is part of this theory, contributes sensitivity and richness to the cultural complexity of social relations and it is this that has become the source of interest of many social psychologists. In contrast to approach, psychology, including social psychology, usually defines the human being in terms of a sole individual. However, a recluse of individuality is no more than an ideal representation. In the kind of reality that is studied in social representations, a sole individual rarely ever exists. Individuality is nothing more but a very rare aspect of social life.

- In the end it is necessary, if we want to discover social reality and the ways it is shared with others, we must associate our social cognition with our possibilities to communicate in language and in dialogue. A long time ago, when I started working on the theory of social representations I remarked that what is so marvellously exemplary in the daily existence of those thousands of conversations that form and transform social representations, is the fact that ‘we think through our mouth’. I believe that this slogan comes from Tristan Tzara, one of the representatives of the surrealist movement. It expresses the idea, at which I touched above only tacitly that the theory of social representations concerns thinking in common sense, the ordinary life of individuals and groups and the hope in successful common existence through communication. The Irish dramatist Oscar Wilde was probably right in saying that the true mystery is the visible, not the invisible in the world.

-----Serge Moscovici



LET US REMEMBER HIM