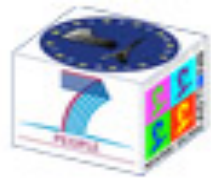




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**Mapping the impact and dissemination of the social
representation theory across different geo-cultural contexts
around the world: from Europe towards other continents**

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

18th - 25th July 2015



SAPIENZA
UNIVERSITÀ DI ROMA

**Man, nature and politics.
Social psychology
and active environmentalism**

Bruno M.Mazzara

Sapienza University of Rome

Summer School – July 20, 20015

The environmental concern in the work and life of S.Moscovici

- quite permanent; from the very beginning
- interplay among theoretical elaboration and socio-political commitment; and personal activism
- interplay among diverse theoretical sides of his work: social psychology, anthropology, sociology, philosophy
- a father of modern political ecology; not always fully recognized
- well in advance; with regards to times; to themes

A life long concern

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Main works

- Essai sur l'histoire humaine de la nature (1968)
- La société contre nature (1972)
- Homme domestique et homme sauvage (1974)
- Le réenchantement du monde : une écologie politique (2000)
- De la Nature. Pour penser l'écologie (2002)

Nature as historical construction

"it is illusory to claim that we possess nature as an autonomous, closed or ultimate entity. On the contrary, we elaborate it progressively and restructure it periodically"

- which link between humanity and nature; a renewed conception of "humanism"; a pragmatic and collective shift
- the natural division as the fundamental principle structuring social relations; the kind of interaction with material forces
- beyond the "state of nature"; beyond the nature as non-human; in some ideal and pre-human equilibrium in the biosphere; "nature has a human history"; never an outstanding environment; always a relationship
- man, work and technology as part of nature; crucial function of internal and regulatory factor of nature; any human practice belongs to nature
- multiple socially constructed "states of nature": organic, mechanic, cybernetic; in relation to: reproduction vs invention

States of nature

State of nature	Matter	Type of labour	Natural category
<i>Organic</i> End of neolithic to Renaissance	Raw material, substance	Artistic	Craftsman
<i>Mechanistic</i> Renaissance to end of 19 th century	Force and energy	Instrumental	Engineer
<i>Cybernetic</i> End of 19 th century to now	Potential systems	Regulatory	Scientist

Nature and social representations

- science, technology and common sense; systems of ideas, values and images which exist at a collective level become subjectively real
- makes nature available to consciousness and constructs it; create significations that circulate in society; structurally related to social conditions;
- natural objects always become social since they exist for human beings and enter in social relations
- focus on practices; emphasis on change; on new meanings; the role of movements; of marginal social groups
- cognitive polyphasia: surviving of past “states of nature” in modern society; today nature not exclusively cybernetic
- environmental crisis terms in everyday vocabulary; common narratives; media and political discourse

Theory and praxis in ecological movements

- the “political technology”
- reactive naturalism: defence positions; the “protection” of nature; vs
- active naturalism: the creative strenght of life; of human-in-nature; finding alternative modes of social relations
- nature as source of “*contre-culture*”; a reservoir of creativity; of freedom; of renewal; against a culture that tends to be only symbolic repetition
- emancipation and social changement; the problems of westernization and globalization
- ecology as science stems from environmentalists practices, and not the reverse

Political technology

" the form of knowledge that would allow people both to direct their collective destiny and by foreseeing their own evolution, to prompt the emergence of its successive stages"

- understanding the mechanisms of social growth and crisis
- technology not against nature, but a means of establishing new relationship with matter
- include: scientific research, social role of scientists, methods of scientific training, economic and social effects of technological innovations
- territoriality: relations that society and men establish with environment in order to satisfy their needs by means of specific mediators

Psychology and environmental relevant behaviors

- foundations of 'ecological' psychology; the person and the environment; perception, life space (Lewin, Barker, Gibson, Bronfenbrenner..)
- foundations of 'environmental psychology'; physical and social space; place identity; architecture; urban space (Proshansky, Ittelson, Lee, Canter...)
- individual level analysis: cognition, attitudes, values, motivations, emotions, beliefs, habits
- the need for a truly social, constructive and cultural theory