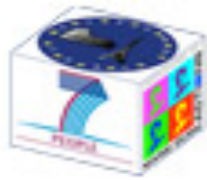




European/International Joint PhD in Social Representations and Communication International Summer School 2015



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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



Social representations of mentoring in a familist society

Objective

To show how social representation theory can be used to illuminate psychosocial processes underlying a piece of practical social intervention

The context



Education and Culture DG

Lifelong Learning Programme

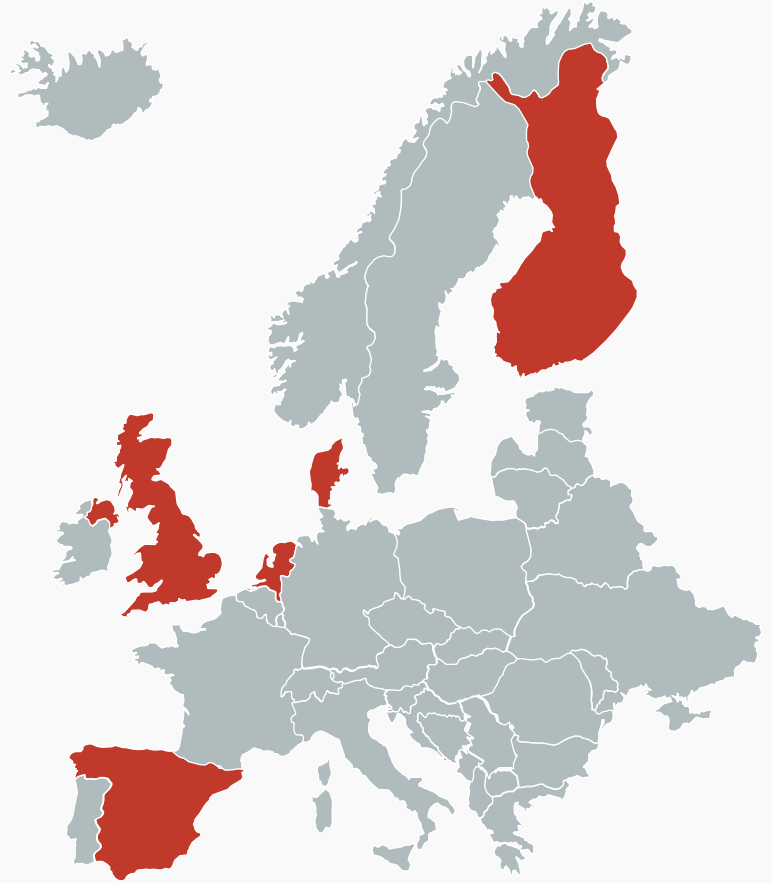
HEAR ME



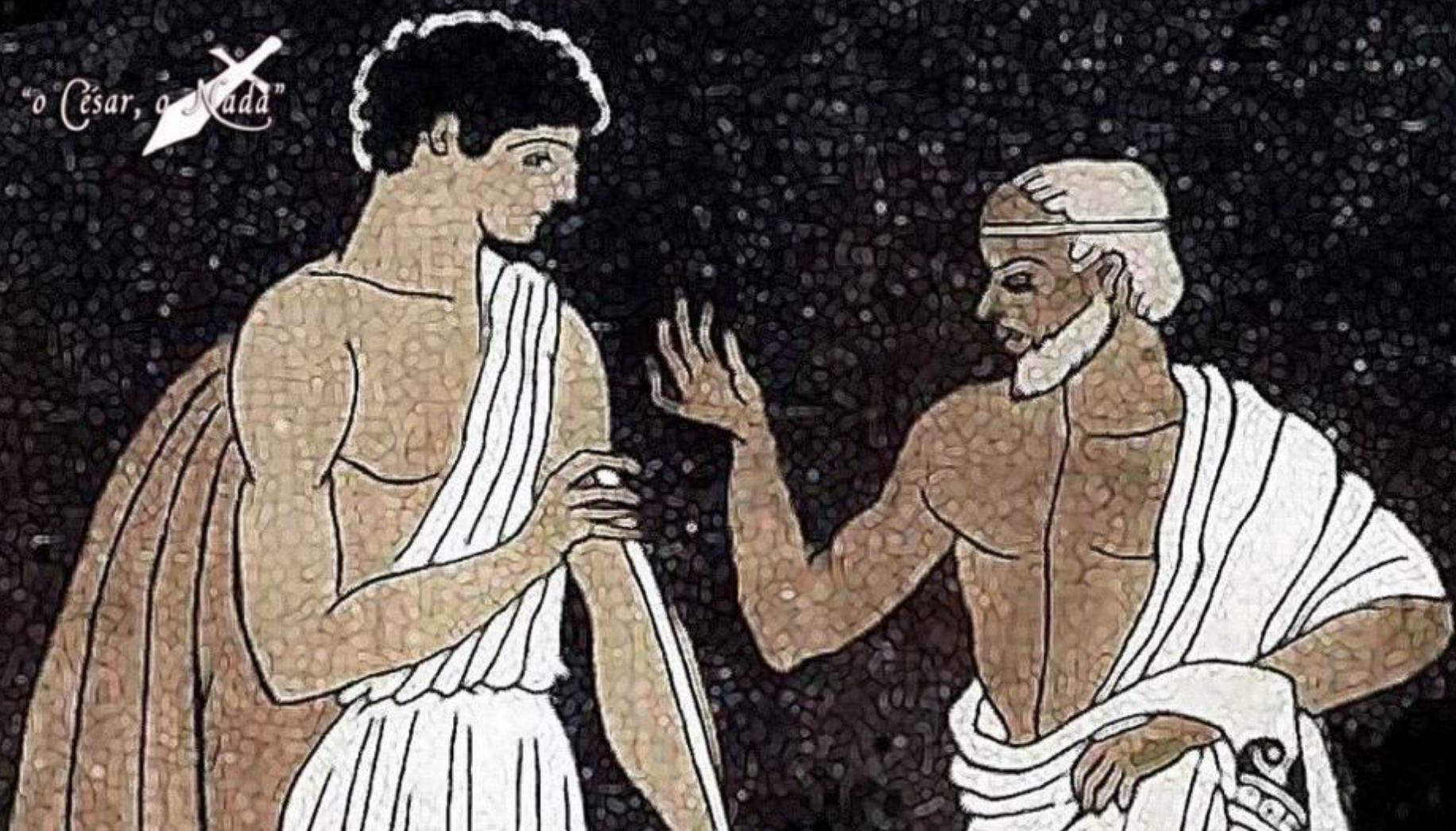
Intergenerational ▪ Mentoring ▪ Cohesion

Intergenerational mentoring

To take advantage of older adults' life experience to provide guide and counsel to youth in risk



"o César, o Nada"





Three kinds of mentoring relationships (according to institutional frame)

1. Corporate mentoring
2. School-based mentoring
3. Community-based mentoring

Three kinds of mentoring relationships

(according to relationship goal)

1. Achievement mentoring
2. Identity mentoring
3. Engagement mentoring
(achievement + identity)

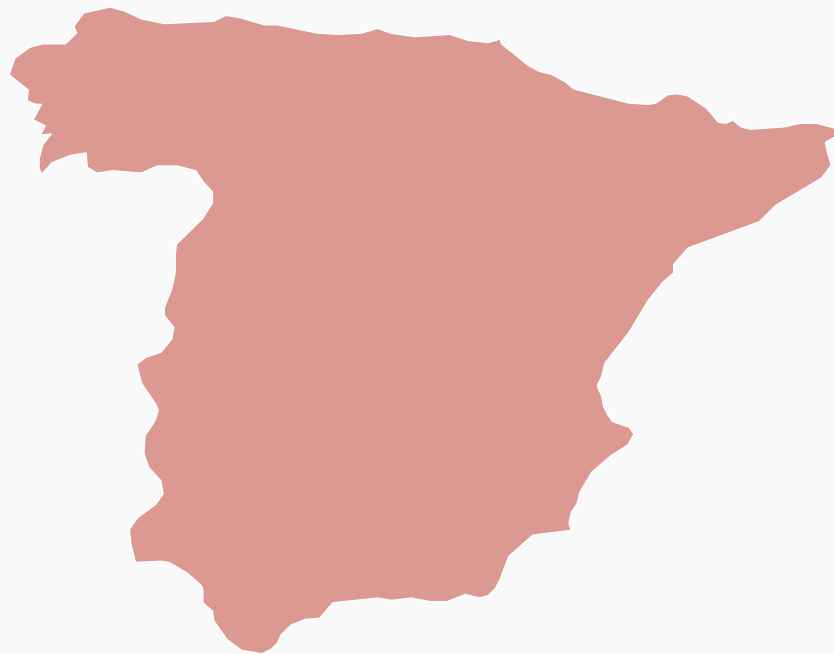


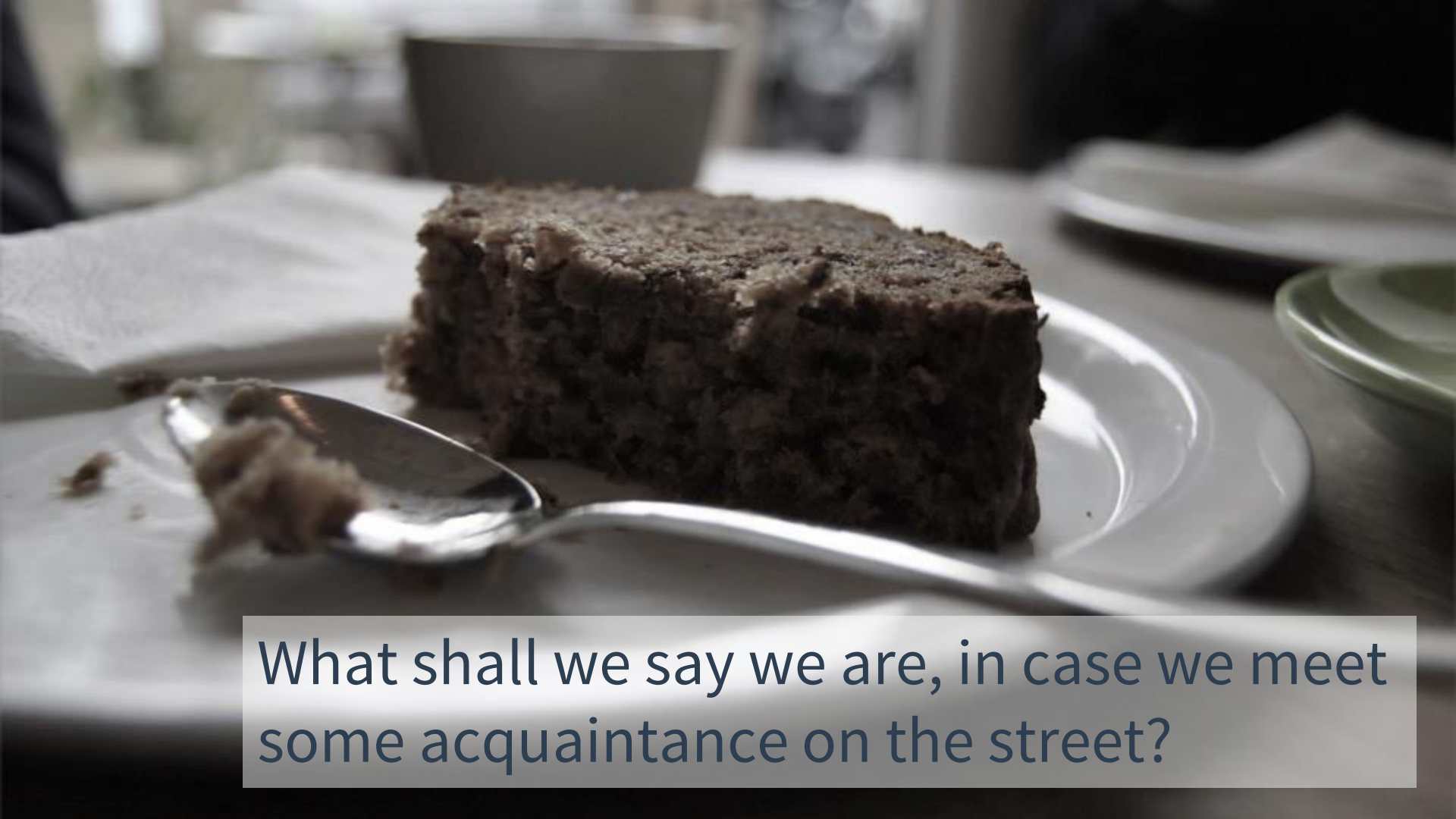


The predicament

Semi-formal
agents as a rarity

A political culture
between familism
and bland statism.
A weak associative
culture.





What shall we say we are, in case we meet
some acquaintance on the street?



Big Brothers Big Sisters

Social representations theory

A theory of how do we deal with novelty,
with unfamiliar social objects appearing
in the horizon

-that makes it particularly relevant in a
'liquid' society of accelerating social
change

On the process of anchoring

‘By classifying what is unclassifiable and naming what is unnamable, we are able to imagine it, to represent it –and by so doing we reveal our ‘theory’ of society and of human nature’

(Moscovici, 1984, p.30)

A double-sided process

1. Anchoring in pre-existing knowledge
2. Anchoring in social relationships

Two corresponding functions

1. To render the unfamiliar familiar
(Moscovici, 1984, p.24)
2. To regulate relations between social actors
(Doise, 1986, p.84)

The underground battle



‘The kid is longing for a granny’



‘My personal private teacher’



An alternative anchor
-Fictive kinship

A double-sided function for godparenthood

1. Surrogate parenting
2. Ritual social sponsorship

Thank you!