



10th International LAB Meeting - Winter Session 2008

European Ph.D. on
Social Representations and Communication
At the Multimedia LAB & Research Center, Rome-Italy

Social Representations in Action and Construction
in Media and Society

"Developing Meta-Theoretical Approach to
Social Representations Literature:
the contribution of Italian Scholars belonging to
the International So.Re.Com THEMATIC NETWORK"

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Key Lectures

European Ph.D

on Social Representations and Communication

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The importance of Social Representation Theory for Social Psychology

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The first time, in Jerusalem

- Serge Moscovici told me about the Theory of Social Representations (SR).
- In his perspective SR constitute the most important object of study in Social Psychology
- Consequently, the study of SR could produce a new organisation of Social Psychology domains.

Which kind of Social Psychology are we talking about?

- Three types of social psychology (Moscovici, 1972: a chapter in the book edited by Israel and Tajfel)
 - Why is it worthwhile, still now, reading that important chapter?

The Subject - Alter - Object model

- The triadic model (Subject-Alter-Object) should take the place of the traditional one, based on the relation Subject-Object.
- Ivana Markova (2001, 2003): the theory of SR belongs to an ensemble of theoretical approaches rooted in a dialogical epistemology
- This epistemology entails a co-constructivist research method.

Antinomies and Themata

- Holton (1975) and the notion of Themata. All antinomies can become Themata.
- Understanding Themata and generating SR
- SR, dialogical model and the communication processes: renewing perspectives in Social Psychology

The importance of common sense

- Scientific knowledge and common sense knowledge.
- Common sense as social science.
- A new approach to the study of attitudes, stereotypes and prejudice.

Doise and the research of SR: the three phases model

- The Genève School and the study of SR: theoretical and methodological combination
- The three phases model: its origins and its application to the research on Human Rights.

Reciprocal compatibility of different research models

- Is the three phases approach compatible with a dialogical epistemology?
- Dialectical relation between the central core model (model du noyau central) approach, and the one of organising principles?

The future

- Which is the future for the SR Theory and Social Psychology as a scientific discipline?
- There are a lot of things to do and a lot of research to imagine for developing a new Social Psychology suitable for the urgent issues of the XXI century.

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