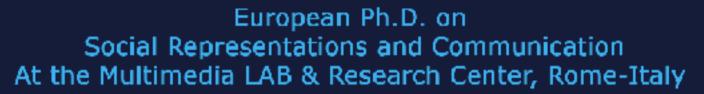






10th International LAB Meeting - Winter Session 2008



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"

From 26th January - 3rd February 2008 http://www.europhd.eu/html/\_onda02/07/12.00.00.00.shtml



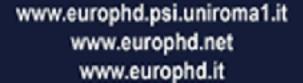
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# European Ph.D

on Social Representations and Communication

International Lab Meeting Series 2005-2008



## 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: it 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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