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Social Representations in Action and Construction
in Media and Society



"Cultural and cross-cultural
approaches to social representations:
The implications of the globalised/localised cultural scenario"

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Participants Presentations

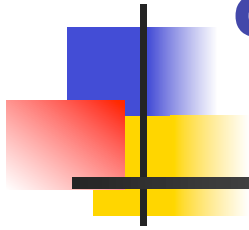
European Ph.D

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**Organizational discourse through the
prism of social representation:
The process of anchoring and objectifying
in creating corporate lingo in multicultural
companies**





Introduction

- social representations are generated in conversation
- main characteristics of corporate discourse
- the role of corporate discourse in modern organizations



Corporate representations

- group communication
- diversity management
- individual features
- socio-economic environment



corporate discourse (creation)

- anchoring and objectifying (Moscovici)

Anchoring:

a process which draws something foreign and disturbing that intrigues us into our particular system of categories and compares it to the paradigm of category which we think to be suitable
(Moscovici, 2000:42)



Anchoring

In our society, to name, to bestow a name on something or someone, has a very special, almost a solemn significance. In so naming something, we extricate it from a disturbing anonymity to endow it with a genealogy and to include it in a complex of specific words, to locate it, in fact, in the identity matrix of our culture (Moscovici, 2000:25-46)



Objectifying

- *saturates the idea of unfamiliarity with reality, turns it into the very essence of reality (Moscovici, 2000:49)*



Figurative nucleus

a complex of images that visibly reproduces a complex of ideas
(Moscovici, 2000:50)



Anchoring and objectifying in corporate discourse

- The role of corporate variables in anchoring and objectifying the organizational discourse
- Individual and social factors in creating a figurative nucleus (the role of personal attributes, corporate identity and social/economic environment, etc)



Conclusion

- anchoring and objectifying determine the shape of organizational discourse
- different corporate variables influence the process of anchoring and objectifying as well as the context-specific figurative nucleus



Questions

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