14th International Lab Meeting
15th Edition of the International Summer School

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

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

24th - 29th August 2009
http://www.europhd.eu/html/_onda02/07/16.00.00.00.shtml

Participants Presentations

European Ph.D

on Social Representations and Communication

International Lab Meeting Series 2009

Social representations,Human rights and new socials networks

- The production of discursive practices within the so-called globalization put in contact with the life experiences of citizens. The increasing complexity of development and economic and cultural networks that operate on a global scale and on a global basis that allows certain key ideas of local and national actors cross the boundaries of nation states getting involved in other extra-local and international recognition and legitimization of their needs and conflicts.

- Practices that are produced in these processes of globalization, where the multiplication of interconnections between the social actors, seems to show, more than before, conflicts and negotiations of their identities

- The various flows of these processes are revealed in a joint production of social representations. These "virtual worlds", as spaces of social practices enable people to resist state violence, seek [...] and design new forms of civic association and collaboration, often across national borders "(Appadurai, 2001: 6)

- In this way, makes its appearance a global community of citizens around important issues of human life. Human rights, war, globalization, environment, objects are no longer the exclusive concern of States, institutions and media for topics through which others share information, provide resources or coordinate actions on them . The action of an "ecosystem communicative" (Martín-Barbero, 2000: 36)

- energized by the use of new information and communication technologies, develops new ways of being together and new sensibilities, but also the interconnectedness and causes of conflict equivalent spaces "desterritorializados" (Araya Dujisin: 2001: 90).

- Citizens' groups and other informal networks of formal organization, in which communities of people from its online forums, they begin to imagine and perceive that they may be able to build translocal spaces for collective action.

- The peculiar social interaction mediated by the computer and processing systems of signs, give the individual an experiential dimension that also upset the traditional sense of community physically located.

- Communities appear "virtual," opening new ways of interaction, to group interests and share experiences in the field of interactive communication. However, the nature of the sense of community in the "Classical Sociology" does not disappear in the technology domains. His association with all the confident, intimate, to "the perfect unity of the human will" (Tonnies, 1947: 169), to social relations based on emotional reasons [and] emotional "(Weber, 1922:33) develops in reticular aggregations.

- The ideas are formed from similarities that suggest the presence of a sense of belonging that is being built through electronic networks. But more than before, these solidarities are often transnational and even global. The solidarity mass media intersect with diverse experiences creating the possibility of convergence in translocal social actions that would otherwise be difficult to produce (Appadurai, 1996: 8).

- These new forms of sociability arise from shared experiences in the symbolic exchange of aesthetic and ethical values, images, information, knowledge and emotional needs to make up a new way to meet the needs of people gregarious and stay together in a territory, not and geographically, but symbolic.

- Communities "virtual" open up a new dynamic of the emergence of ideas, since interest groups are formed based on similarities that speak of the presence of a sense of belonging that is built through networks and by creating its own rules and rituals interaction for the comings and goings of communicative interaction. According to Castells "... what characterizes the new communication system based on integration of multiple digital and interconnected communication nodes is their ability to induce and embrace all forms of cultural expression "(1997: 407), since it can cover and integrate the diversity of interests, values and imaginary construct of shared purpose and sometimes the only communication is the goal.

- That is why the kind of participation that occur online communities leads to explore in order to find features, signs or clues to make some assumptions about the use that social actors make of them. These assumptions allow to develop approaches to understand the specific ways in which it is building the social representations of citizenship in these times of globalization, "and likewise also to elucidate the character that has acquired the political space in history Recent world.

- However, there are also groups that drive various proposals in the field of human rights and improve the availability and usefulness of the Internet in the widest possible scale as well as protect the "fundamental civil liberties."

- Likewise, we see the emergence of new producers symbolic activists who have created alternative planetary information networks, which are not defined only by their local cultural anchor, but also by interaction with the global.

- You can then speak of a specific type of players that use multiple connections not only electronic, to produce global imaginary: they have the cultural capital and management technologies as a means of production and circulation of meaning.

- This latter idea leads to the appreciation of a certain type of actor who cohabit the electronic city, having to share certain powers which it does in some way particular. This reveals the nature of access to new information and communication technologies.

- From a class-less, the social actors of globalization, as social actors "and socio-cultural mediation" (Garcia Canclini, 1999: 31) were using their powers to create spaces for negotiation of imaginary "spaces of new interconnections between cultures and circuits that promote social initiatives "(Garcia Canclini, 1999: 31). Both of those with potential access to new information and communication technologies, such as those who do not.

- Thus, this analytical perspective highlights something that many actors have found some time for themselves: the utility to act globally to promote changes in local or national levels. Also, because given the importance of such transnational practices, this perspective alerts us about the need to critically assess social representations implicit in the proposals of the global players.

- On the other hand, can not ignore the importance of these global players in the transnational dynamics in question is amplified because they not only promote their own representations through its bilateral relations with local actors, but also through the promotion of events and working networks with the participation of local actors from several countries organized around certain representations, and thus become generators of transnational networks of local relationships articulated around its representations, ie those of the global players. However, experience indicates that it does not mean that local actors need to adopt social representations that promote global actors, but they produce their own representations in the context of international relations such systems.

- These global players whose goals are the interconnections, and whose development is an expression of globalization. Thus, compared to the image of a hegemonic globalization, this analytical perspective emphasizes (among other elements of the present era of globalization) the importance and scope of the interconnections established by international and transnational actors (both local and global), the existence of forms of globalization that stimulate awareness of the establishment of such interconnections, and the practices of some global actors with various interests, including mutually-specialize in and encourage such interconnection.

- We can think of social representations as words or images "key" within the discourses of social actors: they are units that condense within these lines. Thus, guide and give meaning to social practices that develop these players on them, and are modified by such practices.

- For the purposes of this analysis, the most important thing is how these representations are produced and the role they play in the formulation of action programs (schedules) of certain social actors, rather than the degree of generalization of the same social context of large aggregates. In this case, it is interesting that these representations not only give meaning to social practices of certain players, but they specifically allow the establishment of certain transnational relations and, in turn, altered by their own development.

- These representations can be of a different type (verbal, visual, auditory, integrated, etc.). But in any case, for the purposes of analysis, it is necessary to be distinguished and analytically describable. Otherwise it would not be possible to examine how they are socially produced and / or what is the relevance in contemporary processes. Some are as simple as one word or an icon, while others take on more complex forms. But the fact is that these symbolizations wrap, or represent, forms of interpretation and symbolization of aspects of the experience produced by social actors (individual and collective) in their participation in social life, ie, in its relations with other actors, These are collaborative relationships, conflict and negotiation.

- These representations originate at the same time affecting the ways of "seeing the world," or interpret the experience. Thus, social representations oriented ways of acting, ie, the social practices of the actors. But in addition, these social practices in turn influence the ways of interpreting experience, ie, affect the performance. This is because the kind of practice that each player develops social conditions once the types of specific social and institutional contexts in which it operates, and adjacent to, the regulatory frameworks of their practice and relationships with other actors, so with which other actors will interact, in what circumstances (views them in terms of power relations and representations of universes, etc.).

- Assuming as I assume that the characteristics of "social representations" depend on the specific peculiarities of the "social experience" of the players and turn this experience depends on the representations that model how to interpret and represent the interactions with other actors social, it is obvious that, from this point of view it is significant that one can study or processes are dynamic, and not objects or results. Therefore, my research aims to analyze how these representations are socially produced and how they affect certain social processes, not the distribution of certain representations as segments of the population as is customary

- in other studies. This interest in investigating dynamic processes, or combined with the idea that social actors are always changing, and with that in the case of collective actors such changes depend largely on the interactions of various individuals or groups within institutional frameworks. It is from this perspective that I have tried to analyze the relationship between local and global actors in the production of social representations politically significant, since it is also necessary that seems to emphasize the symbolic importance of the global players in the construction of imaginary social.

- The significance of these phenomena in relation to two major types of transnational networks and events. On the one hand those who are organized around representations of ideas and identities articulated as cultural differences, especially racial and ethnic references, and on the other, which are organized around representations of ideas of civil society, democracy and citizenship.

HYPOTHESES

- In these days of globalization, the social production of social representations of some ideas that play significant roles in the transformation of social actors in the direction of their practices, is related in various ways with the participation of these actors in industrial relations systems in which transnational actors are also involved in other countries and global actors.