



9th International LAB Meeting - Summer Session 2007

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

"Structural Approach to Social Representations.
Advanced courses on Analysis of Similarity
and Evoc package"

From 07th - 15th July 2007

http://www.europhd.eu/html/_onda02/07/09.00.00.00.shtml



Didactic Material

European Ph.D

on Social Representations and Communication

International Lab Meeting Series 2005-2008



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Social Representations of International Immigration in small cities in Chile

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2007

Context of the research project

- Women immigrant in small cities.
- Analysis of mass media.
- Exploration about social representations of international migration held by Chilean people of small cities.

Assumptions about SR

- Reflection.
- Construction.
- Collectivization mental process.

The problem of discrimination

- Media discourses
 - Invisibility of gender.
 - Rigid and unitary characterization of women immigrants.
 - Problematization of immigration.
- Small cities V/S capital city.
- Representation of Chile as a country of arrival.

- Stefoni (2002) has described some stereotypes associated to immigrant people.
- Illegality – Without papers condition.
- Illegal immigrants have been associated to:
 - Delinquency.
 - Competition for work.
 - State's money spent.
 - Poverty and low educational level.

Methodology

- Qualitative – exploration.
- Discussion groups.
- Population: University students, community groups.

Representations

- Immigration.
- Immigrant person.
- Mass media.

- Gender.

Migration

- New phenomena.
- Social bettering off.
- Problem:
 - Rising of Xenophobia.
 - Ghettos formation.
 - Drugs and law breaking.
 - Sanitary problem.
- Advantage:
 - Cultural Diversity.
 - Enterprising.
 - Lower levels of prejudice and nationalism

Immigrant person

- Man
- Latin-American or Asian
- Lonely
 - The adventurer gambler
 - The unmotivated.
 - The suffering/defenceless.
 - The exotic.
 - The enterprising-man.
 - The innovative/ingenious.
 - The parasite.

Immigrant person

- Man
- European
 - The intellectual
 - The weird / unintelligible
 - The spoiled.
 - The patron.
 - The tourist /walking opportunity
 - The invader/depredator

Immigrant person

- Woman
- Latin-American
- Mother
 - Adventurer (forced to be)
 - The suffering/defenceless
 - The desperate giving up

Media

- Conflict
- Immigrant as a show
- Stereotypes

- Space for valid information

Emerging: Chile.

- Development.
- Freedom.
- Opportunities "new America"
- Educational level.
- "True" citizen and once for all.

Summary

- Colonizing imaginary.
- National "class" ranking
- Masculine imaginary
- Immigration = money
- Provisional situation.