Psychoanalysis. Its Image and its Public

50 years later

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European Ph.D. on
Social Representations and Communication
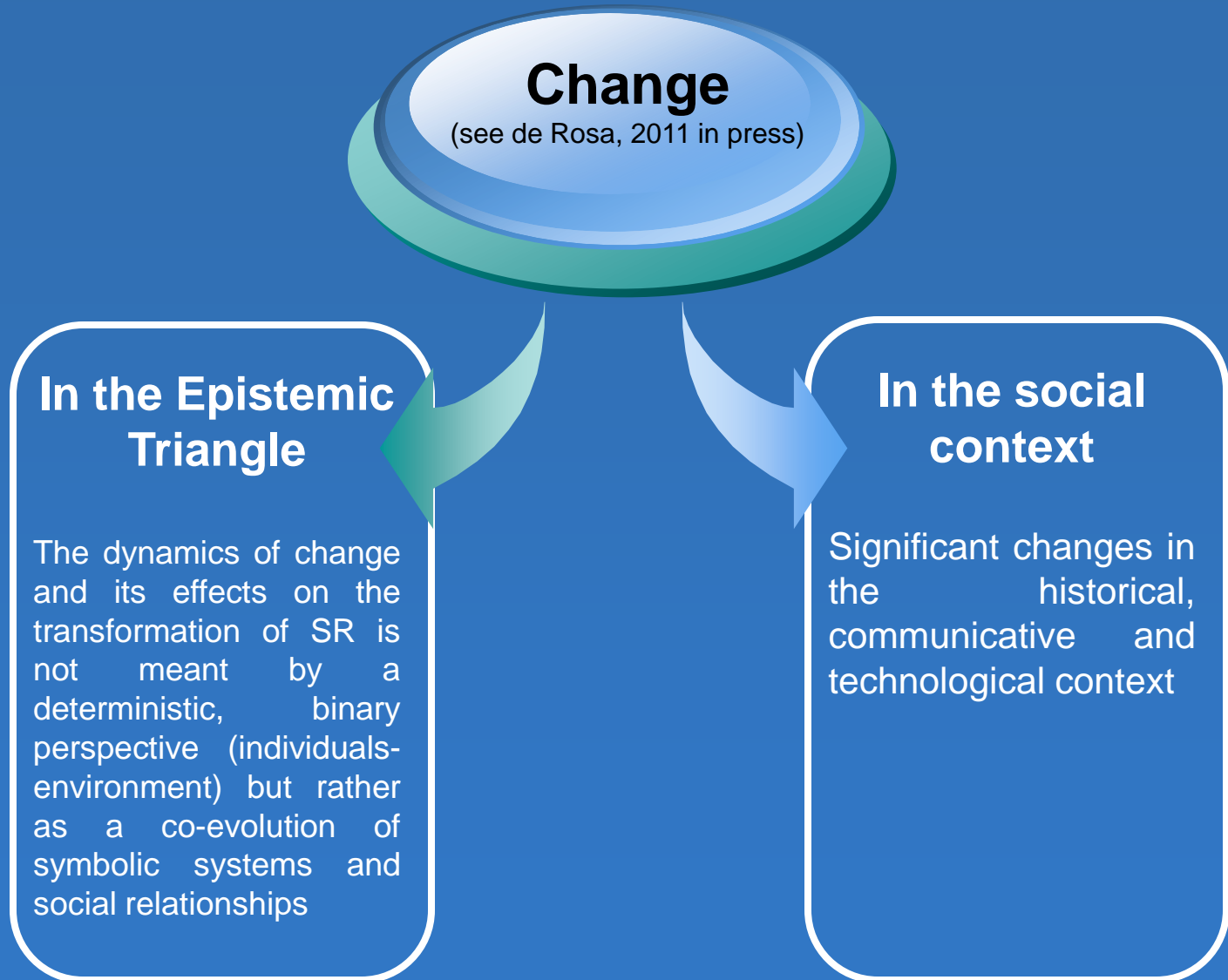
La Psychanalyse

- 60ies: identity crisis for Social Psychology, due to the sunset of the Neo-Positivism and Behaviourism as reference models

- Subsequent focus by new theoretical perspectives on the study of language, communication systems and cognitive processes in social contexts and practices, leading to the occurrence of the epistemological divide in Social Cognition (North America) vs Social Constructionism (Europe)

- 1961: introduction of the fundamental construct of Social Representations by the doctoral thesis by S. Moscovici, a study on the penetration of Psychoanalysis in the French society

- 1976: 2nd edition, deliberately in the form of book. Changes in style and expressive register, effort to answer to the shock provoked by the 1st edition by psychoanalysts and social psychologists. Initiation of a scientific adventure aiming to re-foundation of Social Psychology

50 years later: why to study Psychoanalysis?

- Starting from the assumption according to which science and common sense are reciprocally interconnected and together aim to shape ways to look at the world and to get in relationship with it, the birthday and baptism (de Rosa, 2011 in press) of Moscovici's *opera prima* is a big chance to study the power of RS in testifying such interchange

- The common view consisting in the overwhelming power of science in shaping and replacing social knowledge and common sense can be confirmed by the study of the evolution of a discipline, Psychoanalysis, that have been constantly developing and changing profile, together with its protagonists and its public in half a century

- Studying Psychonalysis today implies a responsibility though, consisting in the fundamental inclusion of social actors and communication channels previously unknown, without which today we wouldn't be able to approach a serious study to the spread and social construction of scientific knowledge

- The political and social revolutions occurred following the sunset of the fundamental political ideologies of 20th century and the loss of influence for religious traditional systems are inviting European social scientists to explore new symbolic and semantic universes to understand contemporary societies and the role of science

# 50 years later: why to study Psychoanalysis? (II)

Change
(see de Rosa, 2011 in press)

In the Epistemic Triangle

The dynamics of change and its effects on the transformation of SR is not meant by a deterministic, binary perspective (individuals-environment) but rather as a co-evolution of symbolic systems and social relationships

In the social context

Significant changes in the historical, communicative and technological context

Changes in the Epistemic Triangle

Moving from the observation of an Epistemic Triangle S-O-A along a temporal dimension – S-O-P-S – (see the (*Toblerone Model* by Bauer & Gaskell, 1999) it is possible to identify:

EGO-ALTER: social actors

LAYPEOPLE, EXPERTS, EXPERTS IN TRAINING

Changes in socio-cultural *milieu*, lifestyles, practices related to heath, illness mental disease and related therapies, exposition to scientifc knowledge and personal and professional environments in whicht they operate
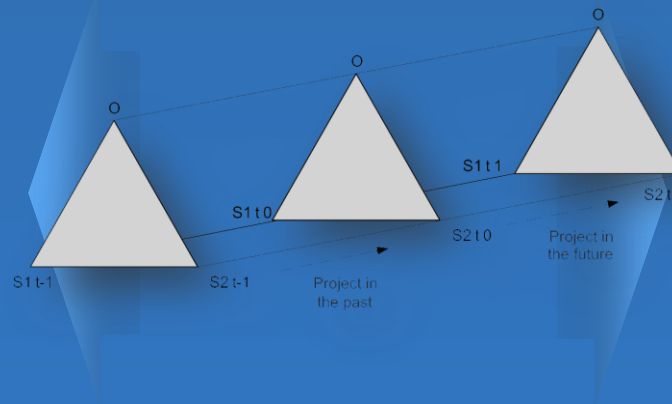
Temporal Dimension: 1961-2011

OBJECT: psychoanalysis

PSYCHOANALYSIS, PSYCHIATRY, MENTAL HEALTH AND DISEASE

Both internal (evolution of paradigms, schools, clinical applications) and external (introduction of new psychotherapeutical and theoretical approaches, confrontation with the anti-psychiatric movement and the explosion of neurosciences)

Contextual Changes

1

Historical changes:

Deep changes in the international political scenario, end of the Cold War, Globalization of cultures, communication channels and values

2

Socio-Ideological changes:

Ideological adjustment subsequent of the fall of communism and religion as main reference points as in 2nd post-war era in which M. was studying the Psychoanalytical phenomenon

3

Communicational changes:

From a time in which press, cinema and radio were complementary to school, through the era of TV running forward to the ICT and Web revolution and the comparison of Social Networks on the public scene

The First Wave Research

According to the structure of the text, three main themes are covered:

- The (1ˢᵗ) formulation of the TSR as a theory of Social Knowledge, in which its theoretical antecedents and the relations with other psychological constructs – attitudes, beliefes, culture, images – are discussed
- The role of social communications, conversations and mass communications in generating, disseminating and orienting SR in societies
- The relationship between scientific knowledge and common sense knowledge (Palmonari & Emiliani, 2004)

The final results is a complex conceptual architecture in which the three elements are related and included in a general theory of the construction of knowledge in social interactions

The First Wave Research: Hypothesis

The general hypothesis inspiring the FWR regard the problem of the penetration of science in society (Moscovici, 1961)

- The evolution from a scientific level to a SR-related one implies a break, a gap from a universe of action and thoughts to another, a qualitative significant difference
- Such a break is deplored because it usually appears as a defeat, a weakening of the enterprise of logics and reason
- This "noble" attitude is limited because does not take into account such break as a fundamental condition for the penetration of each scientific (physical, biological, psychological, etc.) knowledge in the laboratory of society
- Knowledge have nevertheless access to it and turn into a new epistemological and ontological status that we call Social Representations

The structure of the study

Investigation on the French population (Paris)
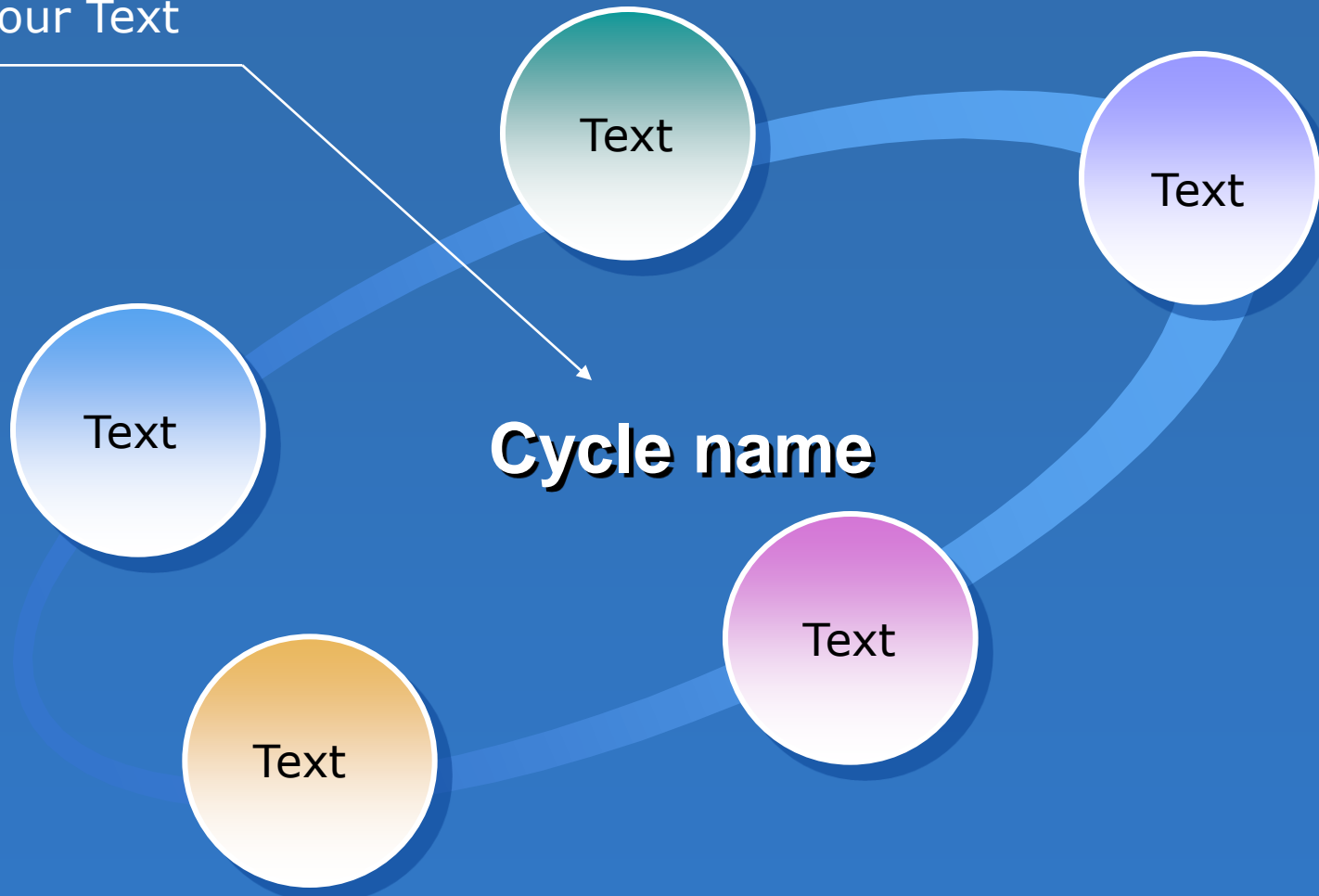
Analysis of the French Press

Image of Psychoanalysis

NB INSERIRE PALMONARI ED EMILIANI

Contents

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2 Click to add Title

3 Click to add Title

4 Click to add Title

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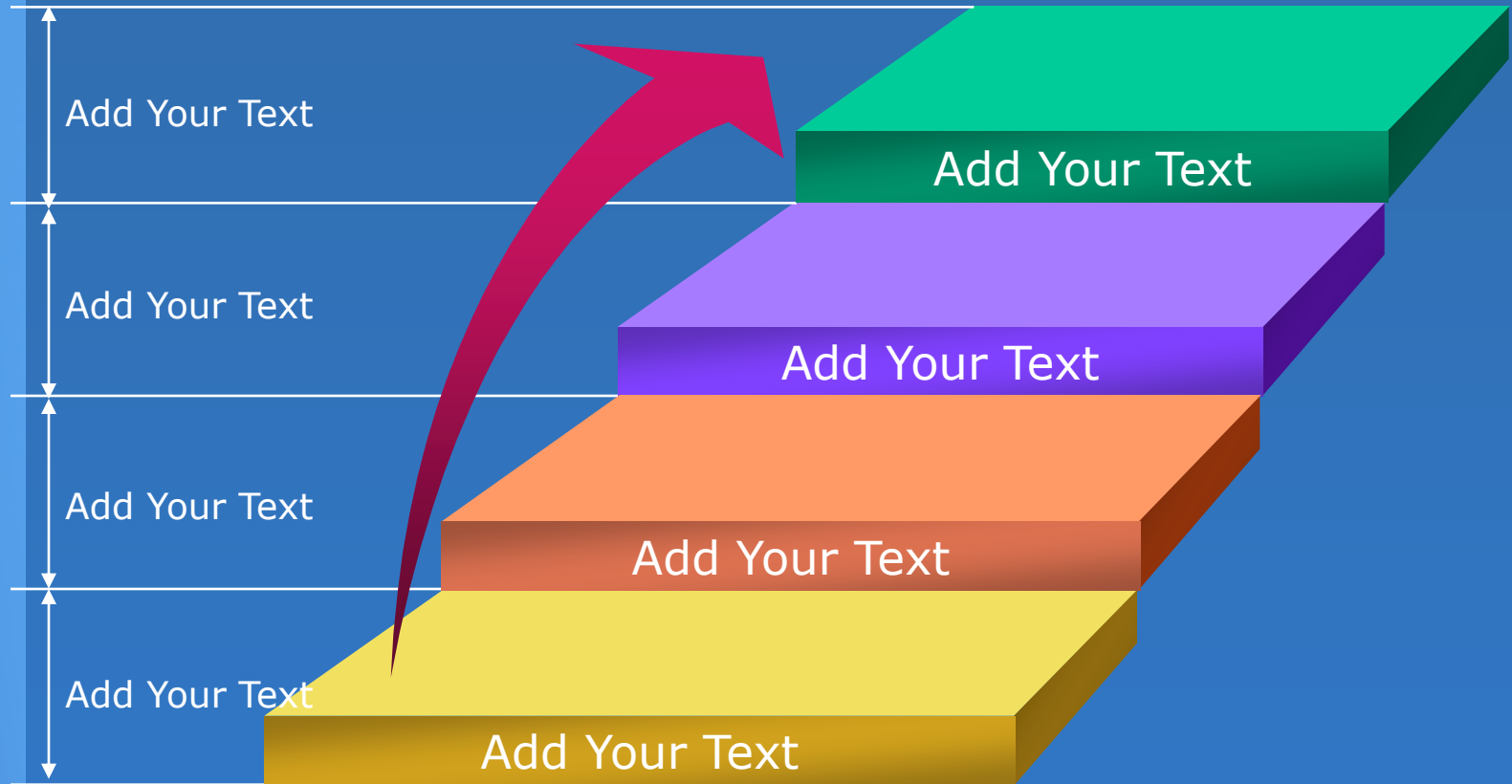
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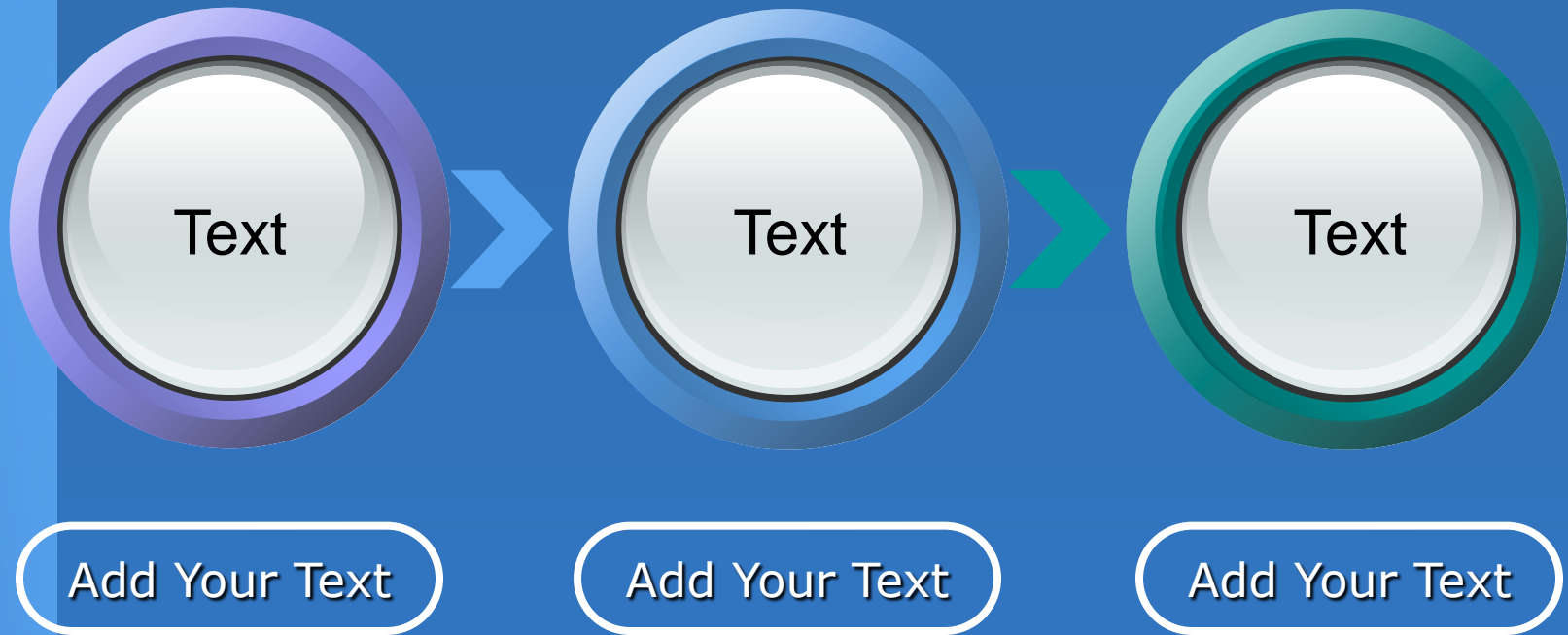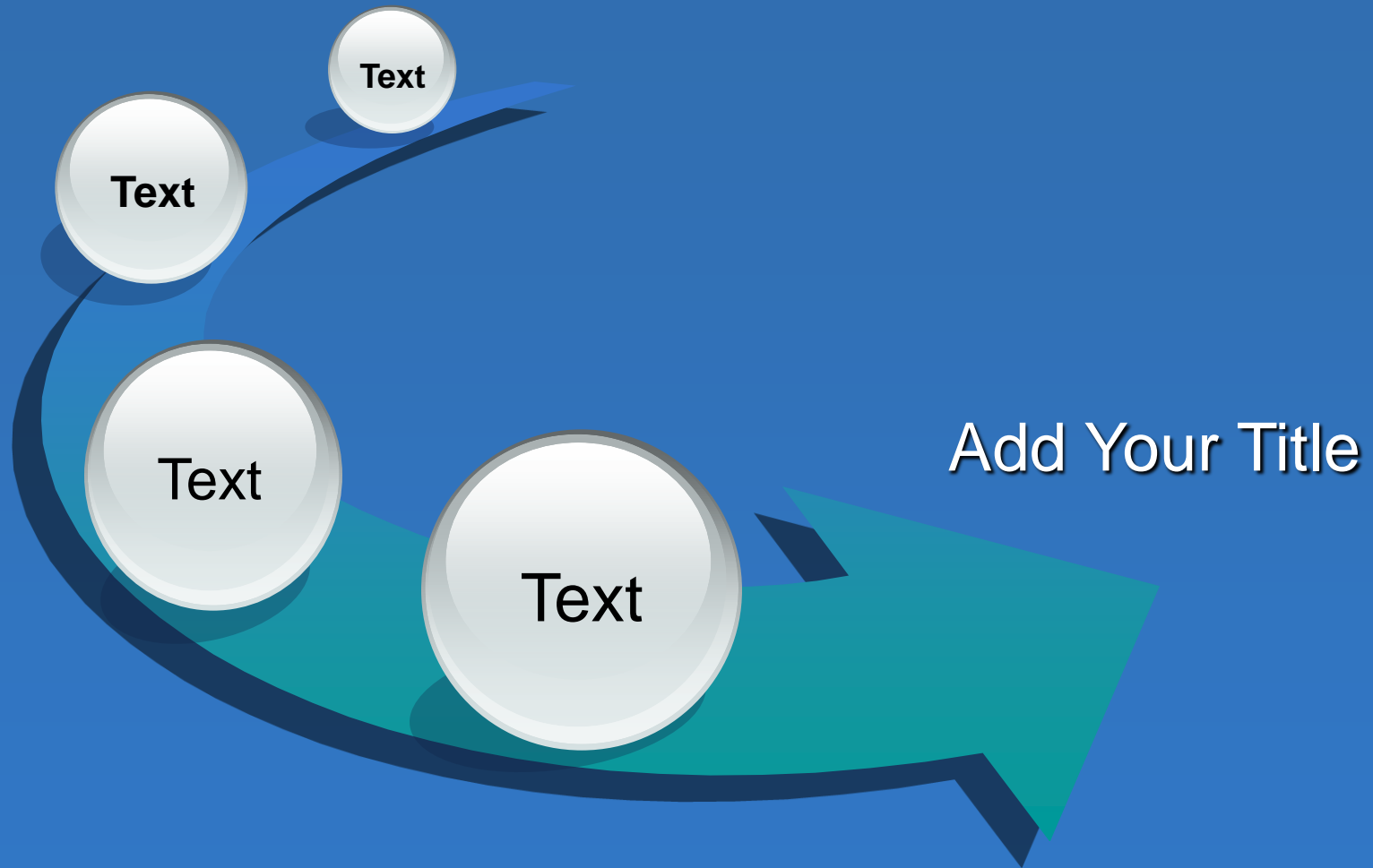
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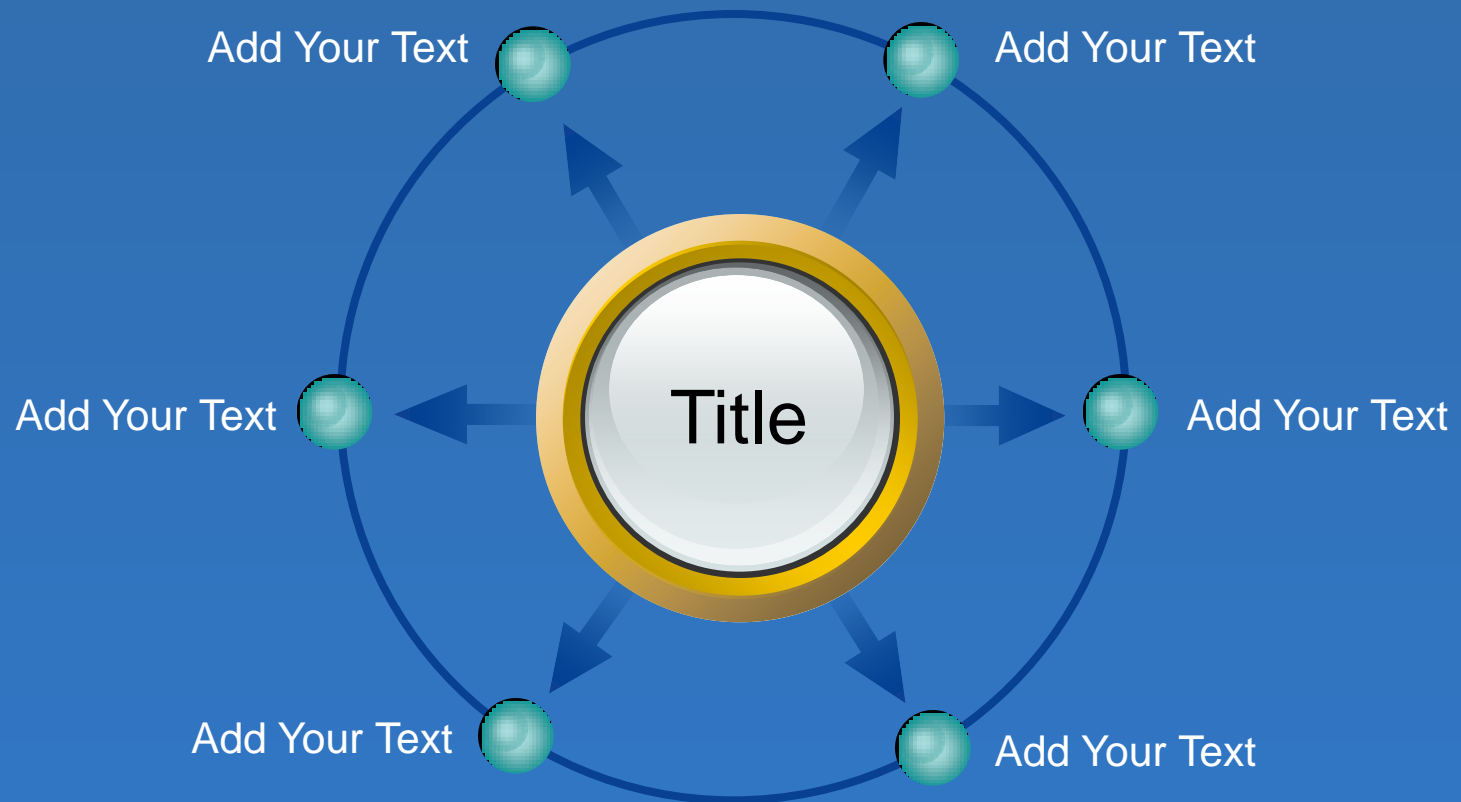
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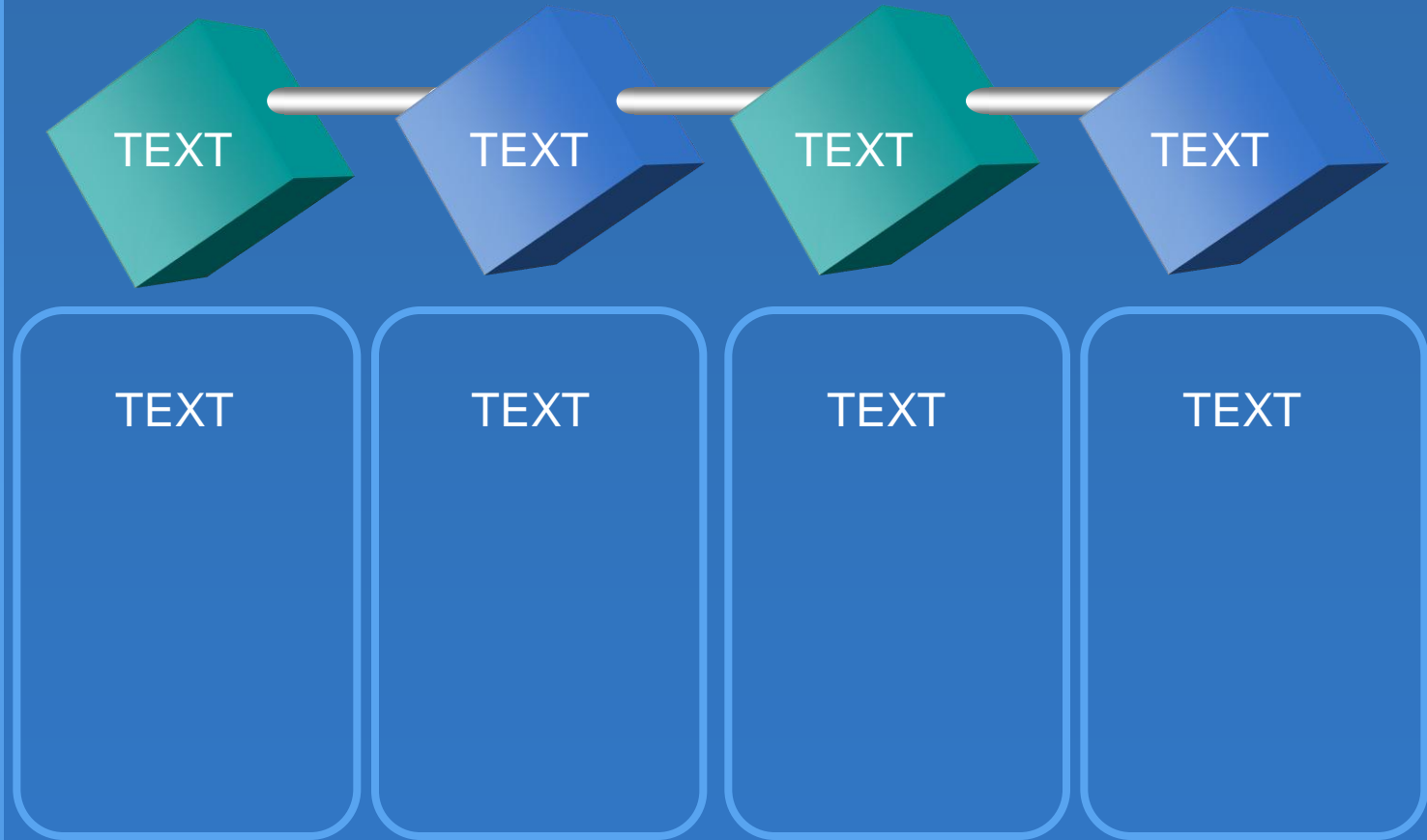
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Title E					
Title F					

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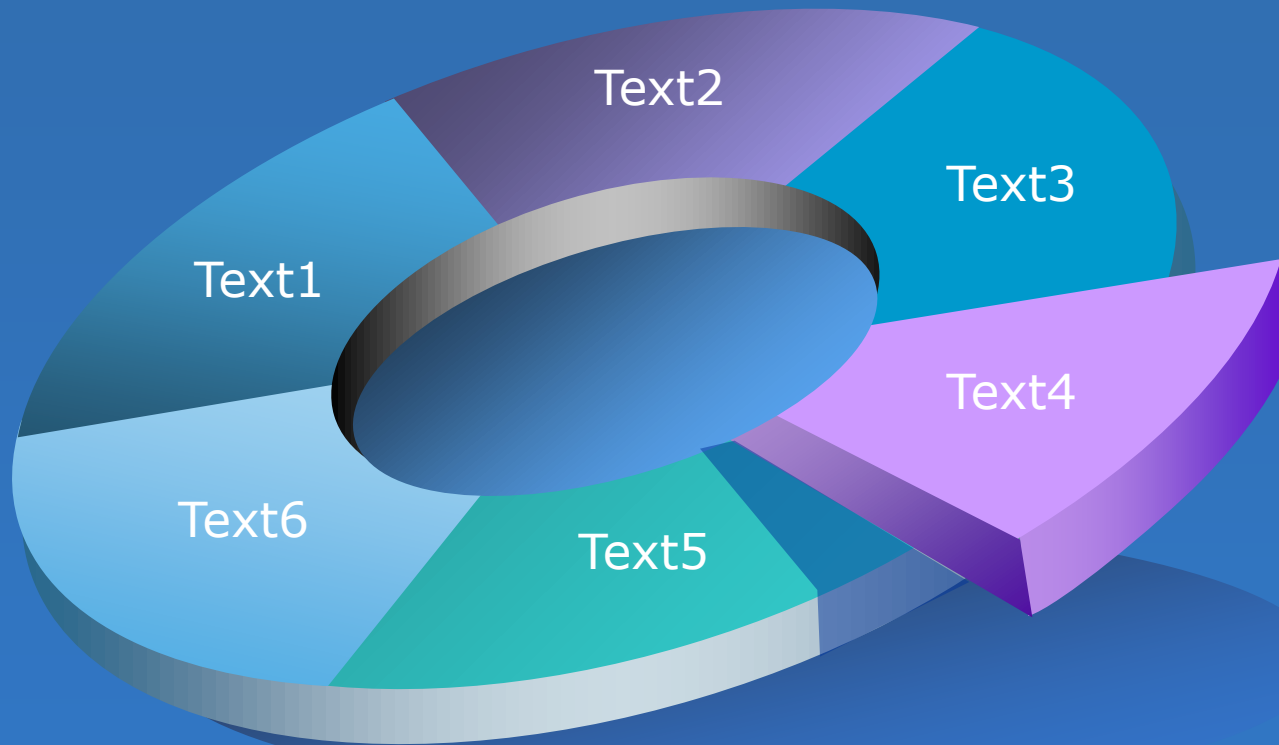
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