



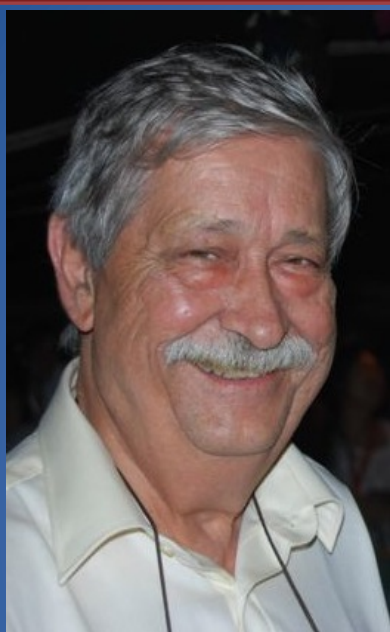
<http://www.europhd.eu>



So.Re.Com.THE.NET. @-NEWS n°38 – September 2012

The integrated Newsletter of the European PhD on Social Representations and Communication  
and of the So.Re.Com. THEmatic NETWORK

### Jean-Claude Abric (1941-2012)



Au revoir Jean Claude.

Tant que nous serons présents non seulement **tes œuvres** parleront de toi, mais elles nous rappelleront ton inégalable joie de vivre, ta manière si spéciale de respecter l'amitié, d'être fidèle aux enseignements des maîtres et savoir encourager les élèves, ta capacité à affronter les problèmes avec grand courage et résoudre les conflits avec loyauté et passion sans porter rancune.

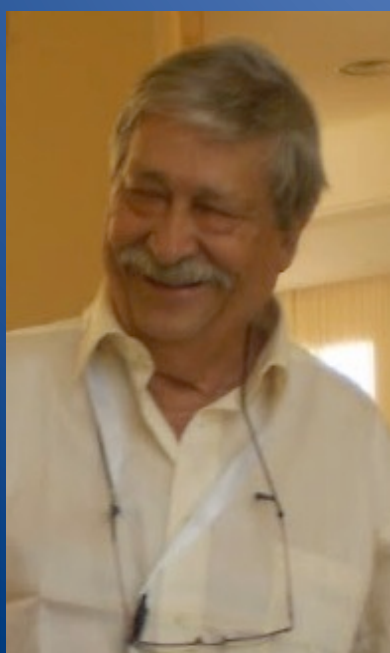
Je t'embrasse fort où que tu sois, et exprime mes condoléances à tes proches. Je pense aussi à tous ceux qui te pleurent, tous les collègues, étudiants ou personnes communes qui pour une raison ou une autre ont eu la chance de te connaître et ont été contagiés par ta sympathie et par ton énergie débordante.

Maintenant que la nature t'a éloigné de la table de l'existence, nous sommes tous témoins que tu as eu une vie belle et bien jouée. A chaque fois que je suis prise de mélancolie je repense à notre dernière promenade à Evora quand, souriant, tu affrontais la montée en me confiant hilare ta volonté de te

battre comme un lion contre la maladie, comme s'il s'agissait d'une autre partie de poker avec la vie.

Au revoir Jean Claude, avec amitié et profonde estime.

Annamaria de Rosa, avec le profond respect de tous les membres de l'European PhD on S.R. & C. Research Centre and Multimedia Lab



Goodbye Jean Claude.

As long as we will be here not only will **your works** speak of you, but they will remind us of your incomparable joy of life, of the special way you respected friendship, of how you were faithful to the teachings of the masters and encouraged the students, of your ability to face problems with courage and resolve conflicts with loyalty and passion without feeling resentment. I hug you hard wherever you are and express my condolences to your family. I also think of all those who mourn you, all colleagues, students and common people who for one reason or another had the chance to meet you and have been touched by your sympathy and your boundless energy.

Now that nature took you away from the table of life, we are all witnesses that you had a beautiful and well played life. Whenever I'm melancholic I think about our last walk at Evora where, smiling and laughing, you told me of your will to fight strenuously against the disease, as if it were another poker game with life.

Goodbye Jean Claude, with friendship and esteem.

Annamaria Rosa, with the heartfelt respect of all the members of the European PhD on S.R. & C. Research Center and Multimedia Lab

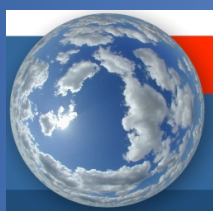


## 11<sup>th</sup> International Conference on Social Representations Evora (Portugal), 25-28 June 2012

In line with the tradition established since 1992 in Ravello (Italy) and continued in Rio de Janeiro (Brazil) in 1994, Aix-en-Provence (France) in 1996, Mexico City (Mexico) in 1998, Montréal (Canada) in 2000, Stirling (GB) in 2002, Guadalajara (Mexico) in 2004, Rome (Italy) in 2006, Bali (Indonesia) in 2008 and Tunis in 2010, Evora (Portugal) hosted the 11<sup>th</sup> International Conference on Social Representations from the 25-28 June 2012. Jorge Correia Jesuino was the honorary President of the 11<sup>th</sup> ICSR.

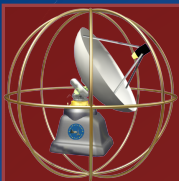
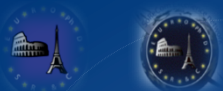
The conference, dedicated to the theme: « Social Representations in Changing Societies », allowed the members of the world-wide scientific community inspired by the theory founded by Serge Moscovici in 1961, to present and discuss their last research works, as well as the theoretical and methodological reflexions aiming at the development of this theory.

The event has been a great success with the participation of numerous professors, researchers and PhD trainees worldwide. During the event, the founder of the Social Representations theory, Serge Moscovici, was awarded a *Doctorate Honoris Causa* by the University of Evora. You will find below some photos of the award ceremony.



Following the great success of this eleventh International Conferences on Social Representations (ICSR) held until now, we are pleased to announce that the next 12th ICSR will be organised in San Paolo, Brazil.





## 18<sup>th</sup> European Ph.D. on Social Representation Summer School



8<sup>th</sup>-19<sup>th</sup> JULY 2012, Rome (Italy)



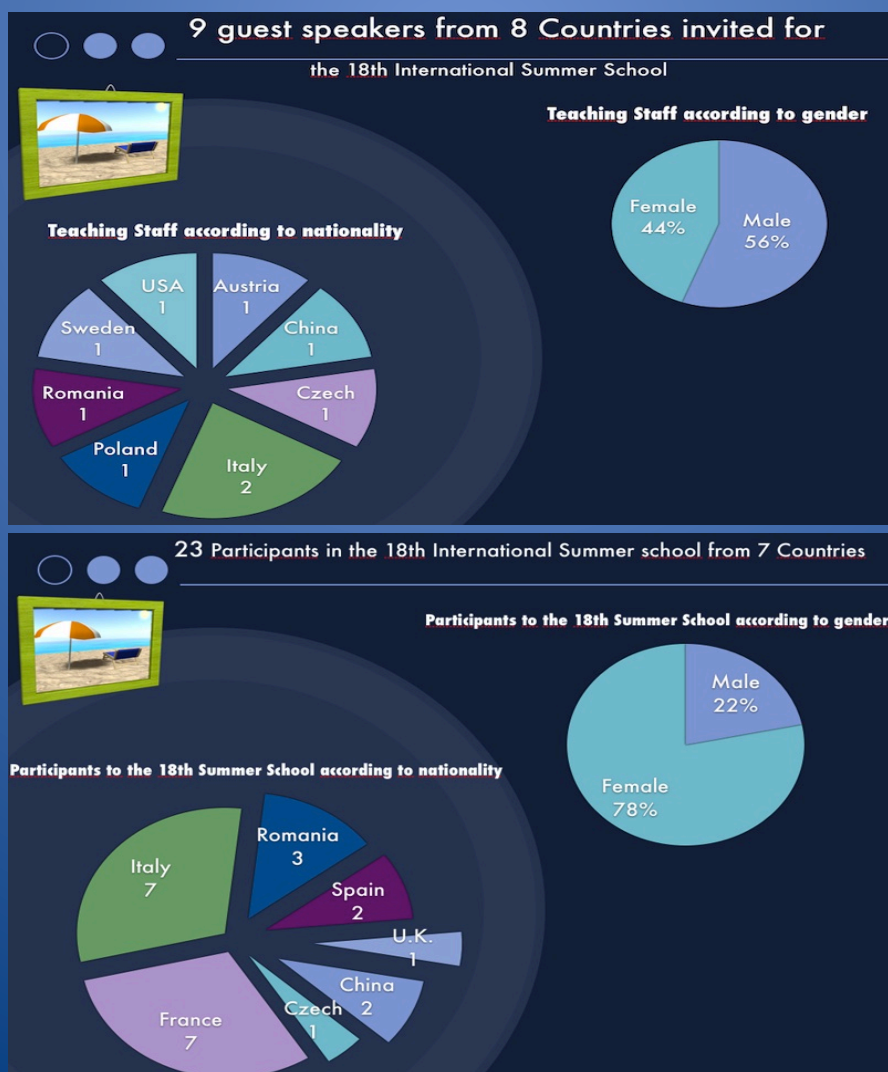
The 18<sup>th</sup> Edition of the International Summer School has been held from the 8<sup>th</sup> to the 19<sup>th</sup> of July 2012 at the *European PhD on S.R. & C. Research Centre and Multimedia Lab* (Rome – Italy), in combination with worldwide on-line connection points via the interactive video-conference system European Ph.D. web Auditorium.

The event – organised by the European Ph.D. scientific coordinator Annamaria de Rosa - was focussed on “*Social Representations, Finance and Economics*”. 9 invited lecturers from 8 countries have participated in the event, including the world-wide recognised leading experts in the field of the economic psychology and sociology of the stock market, like: Charles Smith (Queens College CUNY, USA) and Erich Kirchler (University of Vienna, Austria). The program has been also enriched by the lectures provided by Guan Jian (University of Nankai, China), Aleksandra Borkowska (Cardinal Wyszynski University, Poland), Conny Ericsson (CONERI, Sweden), Mircea-Grigore Havarneanu (University of Iasi, Romania), Radim Marada (Masaryk University, Czech Republic). A special session has been conducted by Annamaria de Rosa and Elena Bocci Sapienza University, Italy) and other members of the international research team working on the research project “Mass psychology and the Stock Market: Heterogeneous Agents, Investors and Media” conducted in Europe (Italy, U.K. and France) and Asia (China).

23 researchers from 9 worldwide countries (China, Czech Republic, France, Great Britain, Italy, Palestine, Poland, Romania, Spain) have been admitted to this 17<sup>th</sup> Edition of the European Ph.D. International Summer School.

All information about the event is available on the European PhD on S.R. & C. website at:

<http://www.europhd.eu/IntSummerSchools>





## New location for the European PhD on S.R. & C. Research Center and Multimedia Lab

It is with great pleasure that we announce that the European PhD on Social Representations and Communication has new headquarters in the centre of Rome. Our new main office, located in Piazza Cavalieri di Malta 2 on the Aventino Hill, is much bigger than the previous one and even more panoramic: the first floor will host the European PhD physical library and fully equipped for our web-videoconferences for managing our coordination meetings and scientific events (International Lab Meeting and Summer School), while the first floor will host the administrative offices and the doctoral trainees' room.

After completing the relocation phase in July (more than 500 boxes), we are currently renovating the head office and will then proceed to organize the different environments. The headquarter should be fully operational by December.

You will find below some pictures of the new location and its wonderful panorama on the historical centre of Rome and Tiber. You can also view Rome's most beautiful hole (located next to our new offices) at this link: [http://www.youtube.com/watch?v=YocN9b0E\\_R8](http://www.youtube.com/watch?v=YocN9b0E_R8)







## European PhD on S.R. & C. project proposals

The "FP7-PEOPLE-2012-ITN" 316638 - SoReComJointIDP project proposal submitted last January by the European PhD on Social Representations and Communication has passed all evaluation thresholds, obtaining a mark of **90,80 (the threshold is 70,00)**.

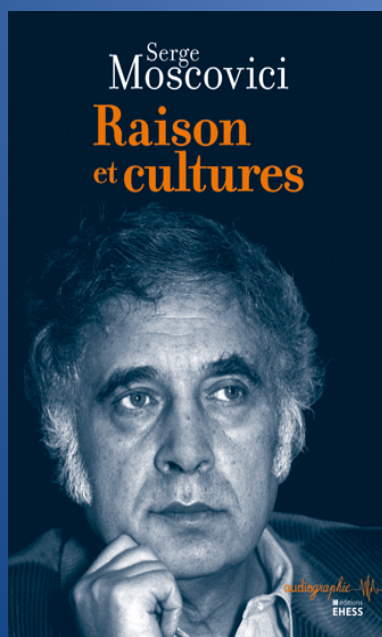
The experts viewed the proposal very favorably, underlining *"that the proposer convincingly shows that the capacities of the partners (both in terms of human resources and infrastructures) are of high international standing since the participants in the network are international leaders in the field of social representations and communications and demonstrate strong complementarities and synergies among partners in terms of research and training. Also, the proposal demonstrates high level of involvement of the private sector and provides sufficient evidence of its commitments"*.

Unfortunately, the project has not been selected for funding (and therefore for contract negotiation) due to the lack of sufficient available budget and to the small percentage of proposals funded in the field of Social Sciences compared to other scientific panels.

The Erasmus Mundus project "Opening the SoReCom EuroPhD to the World: North America, Latin America and China" (n. 532420) also received a very good evaluation: *"This is, overall, a proposal for a very good international PhD Programme with a long standing development and credentials at EU level. The partnership and the concept are sound and solid and the integration of the programme is also assured with the conferral of a joint degree by six core partner universities. One of the big strengths of the proposal is the concept and the delivery of that PhD Education with the complementarity and diversity being well illustrated. The proposal lists a mix of new employment opportunities for future PhD graduates of this EuroPhD World Programme and gives specific tools and measures aimed at bridging the gap and creating synergies between the world of business and academia/research with this interdisciplinary programme."*

Unfortunately, in this case also the proposal wasn't one of the 9 projects (on 133) funded.

## Editorial News



We are pleased to announce the publication of Serge Moscovici's book **"Raisons et Cultures"** (Text established and presented by Nikos Kalampalikis. ISBN 978-2-7132-2356-3. Publisher: Editions E.H.E.S.S.).

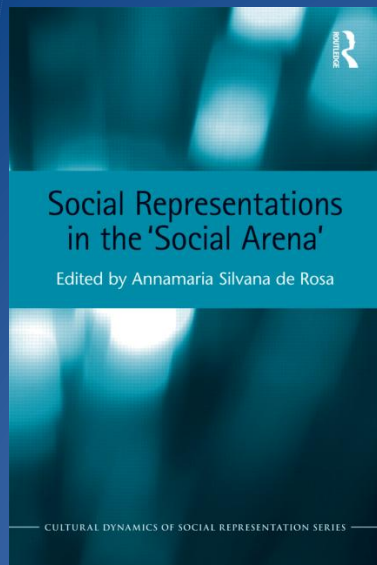
This text –unpublished in French– originates in Serge Moscovici's speech held during the ceremony of his Doctor Honoris Causa award at the University of Seville in 1993. Reason and cultures, two notions as ancient as supposedly antithetical, as easy to use in the language of common sense as they are difficult to decipher in the language of the social sciences. In the shadow of both lies a chain of meanings and words comprising "rational", necessarily individual cognitions and "absurd", inevitably collective beliefs. Minutely, Serge Moscovici decrypts this duality. Revisiting the anthropological sources of his theory of social representations, he delivers a true programmatic speech on the tensions between psychology and culture, belief and knowledge, multicultural and pluricultural societies, science and common sense. "It is essential to give rise to a social psychology that does not study culture in general but our culture, in a concrete historical context and with a peculiar historical purpose. In other words, a social psychology widening its scope of research in order to stick to today's reality and that, like all fundamental sciences, has the courage to declare its objectives and to take a position." (S. Moscovici)

The book can be ordered at the following link:

<http://www.editions.ehess.fr/ouvrages/ouvrage/raison-et-cultures/>



## EDITORIAL NEWS



We are pleased to announce the publication on the 4 September 2012 of the book "**Social Representations in the Social Arena**", edited by Annamaria de Rosa (ISBN: 978-0-415-59119-5, pages: 416, price: \$ 170).

Social Representations in the 'Social Arena' presents key theoretical issues and extensive empirical research using different theoretical and methodological approaches to consider the value of social representation theory when social representations are examined in real world contexts.

This comprehensive text brings together international experts to explore the relevance of a variety of applications of social representation theory in both institutional and organizational settings, and discusses how social representation theory compares with other constructs of social psychology. Areas covered include: justice – leadership – health and mental illness – intergroup relations – identity – politics – environment and tourism – economics.

This book will appeal to a range of academic researchers and practitioners from a variety of fields who are concerned with the application of social representation theory to various contexts as a heuristic tool for addressing and understanding relevant societal issues faced with 'social demand'.

### TABLE OF CONTENTS

#### Introduction:

- Annamaria de Rosa, *Taking Stock: A Theory with More Than Half a Century of History*

#### Part I: Social Representations Theory Faced with 'Social Demand'.

- Moscovici, *Reflections on Social Demand and Applied Social Psychology in General.*
- Jodelet, *Interconnections between Social Representations and Intervention.*
- de Rosa, *Research Fields in Social Representations: Snapshot Views from a Meta-Theoretical Analysis*

#### Part II: Field Works in Various Contexts through Different Methodological Approaches.

- Berti, Mestitz Palmonari, Sapiognoli, *Social Representation of Italian Criminal Justice: Ideals and Reality.*
- Correia Jesuino, *Perspectives on Leadership.*
- Jodelet, *Culture and Health Practices.*
- Páez, Ubillos, Zubieta, Marques, *AIDS's Social Representations: Beliefs, Attitudes, Memory and Social Sharing of Rumours.*
- Lage, *Ten to Fifteen Year Old Pupils Faced with AIDS.*
- Echebarria-Echabe, *Social Representations and Intergroup Relationships: Some Preliminary Questions.*
- Devos, Doise, *Identity and Interdependence: For a Social Psychology of the European Union.*
- Valencia, de Montes, Ortiz Anzola, *Normative Regulations and the Use of Language in Describing Political Events: An Analysis of the Pragmatic Use of Language in Newspapers.*
- Kirchler, Hoelzl, *Social Representations and Economic Psychology.*
- Vergès, Ryba, *Social Representations of the Economy.*

#### Part III: A Modelling Approach to Social Representations.

- de Rosa, Bocci, *Resisting Cognitive Polyphasia in the Social Representations of Madness.*
- de Rosa, *Place Identity and Social Representations of Historic Capital Cities: Rome Through the Eyes of first Visitors from six Countries.*

You can order a copy of the book [online](#).

All So.Re.Com.THEmatic NETWORK partners are kindly invited to post information concerning editorial news, launching of new projects, call for partnerships and events of general interest to the participants in the European Ph.D. programme and the wider  
So.Re.Com. THEmatic NETWORK scientific community.

Please send the information you wish to disseminate via the  
So.Re.Com.THE.NET. @-NEWS and the on-line So.Re.Com.THE.NET. Event Agenda  
to: [annamaria.derosa@uniroma1.it](mailto:annamaria.derosa@uniroma1.it)  
European Ph.D. on S.R. & C. Research Centre and Multimedia Lab  
Piazza Cavalieri di Malta, 2 - 00153 Rome - ITALY