

## THE MAKING OF A DIALOGICAL THEORY

Creating a stimulating social theory with long-lasting influence for generations of scholars is driven by multiple interacting factors. The fortune of a theory is determined not only by the author's creative mind but also by the ways in which principal concepts are understood and interpreted. The proper understanding of a social theory requires a good grasp of major historical, political, and cultural challenges that contribute to its making. Considering these issues, Marková explores Serge Moscovici's theory of social representations and communication as a case study in the making of a dialogical social theory. She analyses both the undeveloped features and the forward-moving, inspirational highlights of the theory and presents them as a resource for linking issues and problems from diverse domains and disciplines. This dialogical approach has the potential to advance the dyad Self–Other as an irreducible intellectual, ethical, and aesthetic unit in epistemologies of the human and social sciences.

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DIALOGICAL THEORY

*Social Representations and Communication*

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CAMBRIDGE  
UNIVERSITY PRESS

Cambridge University Press & Assessment  
 978-1-009-29499-7 — The Making of a Dialogical Theory  
 Ivana Marková  
 Frontmatter  
[More Information](#)



CAMBRIDGE  
 UNIVERSITY PRESS

Shaftesbury Road, Cambridge CB2 8EA, United Kingdom  
 One Liberty Plaza, 20th Floor, New York, NY 10006, USA  
 477 Williamstown Road, Port Melbourne, VIC 3207, Australia  
 314–321, 3rd Floor, Plot 3, Splendor Forum, Jasola District Centre, New Delhi – 110025, India  
 103 Penang Road, #05–06/07, Visioncrest Commercial, Singapore 238467

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 a department of the University of Cambridge.

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[www.cambridge.org](http://www.cambridge.org)  
 Information on this title: [www.cambridge.org/9781009294997](http://www.cambridge.org/9781009294997)

DOI: 10.1017/9781009295000

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First published 2023

*A catalogue record for this publication is available from the British Library.*

*Library of Congress Cataloging-in-Publication Data*

NAMES: Marková, Ivana, author.

TITLE: The making of a dialogical theory : social representations and communication / Ivana Marková,  
 University of Stirling.

DESCRIPTION: Cambridge, United Kingdom ; New York, NY : Cambridge University Press, 2023. |  
 Includes bibliographical references and index.

IDENTIFIERS: LCCN 2022050923 (print) | LCCN 2022050924 (ebook) | ISBN 9781009294997  
 (hardback) | ISBN 9781009295024 (paperback) | ISBN 9781009295000 (epub)

SUBJECTS: LCSH: Dialogical theory. | Social representations. | Social knowledge.

CLASSIFICATION: LCC HM1088 .M375 2023 (print) | LCC HM1088 (ebook) |  
 DDC 302/.12—dc23/eng/20221227

LC record available at <https://lccn.loc.gov/2022050923>

LC ebook record available at <https://lccn.loc.gov/2022050924>

ISBN 978-1-009-29499-7 Hardback

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## Contents

<i>List of Figures</i>	page viii
<i>Acknowledgements</i>	ix
Introduction	I
PART I THE DEVELOPMENT AND DIVERSIFICATION OF THE THEORY OF SOCIAL REPRESENTATIONS AND COMMUNICATION	
1 Socio-political Sources of the Theory of Social Representations	11
1.1 The Second World War and Social Psychology	11
1.2 Migration and Cultural Experience	12
1.3 Racism as a Subject of Study	13
1.4 Theory and Practice of Social Psychology after the War	14
1.5 Moscow or Paris?	16
1.6 Debates about Marxism	18
1.7 Why Did He Leave the Paradise?	20
1.8 Psychoanalysis	21
1.9 Conclusion	25
2 A Political Refugee in Paris	26
2.1 Social Psychology and Science	28
2.2 The Choice of Psychoanalysis to Study Social Representations	30
2.3 Serge Moscovici's Two Fathers: Daniel Lagache and Alexandre Koyré	32
2.4 New Ideas about Communication in Cybernetics	33
2.5 From Attitudes to Social Representations	35
2.6 Phenomenology	41
2.7 Values and Ethical Choices	43
2.8 Conclusion	43
3 The 'Age of Intellectual Innocence' in <i>Psychoanalysis</i> (1961)	45
3.1 Empirical Exploration of <i>Psychoanalysis</i> as a Social Representation	45
3.2 The 'Age of Intellectual Innocence' in Writing <i>Psychoanalysis</i> (1961)	46
3.3 Reviews of <i>Psychoanalysis</i> in 1961	48

3.4	Emile Durkheim in the First Edition of <i>Psychoanalysis</i>	49
3.5	Serge Moscovici and Ernst Cassirer	51
3.6	Epistemological Presuppositions and the Main Concepts in <i>Psychoanalysis</i>	52
3.7	Two Hypotheses	72
3.8	Conclusion	72
4	The Durkheimian in <i>Psychoanalysis</i> (1976)	74
4.1	After <i>Psychoanalysis</i> (1961)	74
4.2	The Second Edition of <i>Psychoanalysis</i> in 1976	76
4.3	Concepts at the Heart of the Theory of Social Representations	87
4.4	Conclusion	96
5	The ‘Great Smoky Dragon’	99
5.1	The ‘Great Smoky Dragon’: The Aftermath (Post Second Edition of <i>Psychoanalysis</i> )	99
5.2	The Structural Approaches to the Study of Social Representations	103
5.3	Organising Principles in the Study of Social Representations	107
5.4	Socio-cultural/Anthropological Approaches to the Study of Social Representations	110
5.5	Sociogenetic Approach	116
5.6	Communication Approach	118
5.7	Conclusion	122
6	Pseudo-dialogues and Building Bridges	125
6.1	The Theory Travels Abroad	125
6.2	Problems of Terminology and of Meanings	126
6.3	Pseudo-dialogues about Social Representations	133
6.4	Linking Social Representations with Other Social Theories	141
6.5	Conclusion	148
PART II THE DIALOGICAL PERSPECTIVE OF THE THEORY OF SOCIAL REPRESENTATIONS AND COMMUNICATION		
7	Social Representations and Common Sense	153
7.1	What Is Common Sense?	154
7.2	The Unconscious	159
7.3	Common Sense as Irresistible Beliefs	161
7.4	Themata	164
7.5	Common Sense and Other Forms of Socially Shared Knowledge	171
7.6	Conclusion	176
8	Meanings and Knowledge as Semiotic Processes	178
8.1	Social Representations as Symbolic Processes	178
8.2	Figurative Schema and Figurative Equation	180

<i>Contents</i>		vii
8.3	The Infinite Meaning-Making Processes	181
8.4	Symbolic Relations in Meaning-Making Processes	186
8.5	Conclusion	193
9	They ‘Made Flowers Grow Where It Seemed Impossible’	195
9.1	Moscovici’s Triadic Model the Self–Other–Object	195
9.2	The Ego–Alter–Object through Dialogical Rationality	198
9.3	The Ego–Alter–Object in Real-Life Situations	203
9.4	Dialogicality of the Self and Other in Extreme Situations	206
9.5	Conclusion	212
10	Social Representations as Unique Phenomena: Dynamics and Complexity	213
10.1	Dialogical Single Cases	213
10.2	Dynamics and Complexity	217
10.3	Time and Temporality	219
10.4	Complexity	227
10.5	Conclusion	235
11	The Making of Dialogical Theories	236
11.1	Social Theories as Dialogues	237
11.2	What Has the Theory of Social Representations Achieved?	251
11.3	Theorising in the Stream of Worldviews	257
11.4	Conclusion	260
	Afterword	261
	<i>References</i>	267
	<i>Index</i>	299

## *Figures*

8.1 Peirce's and Moscovici's triadic models	<i>page</i> 183
9.1 Knowledge and beliefs are jointly and asymmetrically constructed by the knower and Others (in Marková, 2016)	197

## *Acknowledgements*

Over many years, I have discussed the central issues concerning the making of a dialogical social theory, and of the theory of social representations and communication, with colleagues and friends. I view this book as a continuation of my previous volumes on dialogicality published with Cambridge University Press. I wish, specifically, to acknowledge discussions held with members of the study group in Cambridge on dialogical single case studies from 2017 to 2020 (Martina Cabra, Flora Cornish, Clare Coultas, Pernille Hviid, Cathy Nicholson, Sophie Zadeh, Tania Zittoun) coordinated by Sophie Zadeh. Three persons (Alex Gillespie, Ivana S. Marková, and Sophie Zadeh) very patiently read the whole manuscript of this book and provided helpful corrections and comments. Other colleagues and friends read various chapters and made valuable comments: Martina Cabra, Flora Cornish, Jorge Correia Jesuino, Adelina Novaes, Jacqueline Priego-Hernández, and Tania Zittoun. During the last few years, I have given lectures and seminars on some of the issues raised in this book in the Department of Psychological and Behavioural Science at the London School of Economics, in the Institute of Psychology and Education at the University of Neuchâtel, in the Carlos Chagas Foundation, Sao Paulo, Brazil, and in the research team of Work Psychology and Clinic of Activity at the Conservatoire National des Arts et Métiers in Paris, and benefited from discussions and comments from colleagues. In 2022, I had intensive seminars on dialogicality and social representations with Timo Häkli and Jenni Savonen from the University of Helsinki, who read and commented on several chapters and drew attention to some inconsistencies in my text. I am grateful to Flora Cornish for allowing me to use the quotation from her article as the title for Chapter 9. I also acknowledge the guidance and help of the commissioning editor Janka Romero, Rowan Groat, Anne Raymond from Cambridge University Press, and Pete Gentry for excellent and professional copy-editing.