

# Everyday Discourse and Common Sense

The Theory of  
Social Representations

Wolfgang Wagner and  
Nicky Hayes

palgrave  
macmillan

# Contents

---

<i>List of figures and tables</i>	vii
<i>Foreword</i>	ix
Serge Moscovici	
<i>Preface</i>	xix
<i>Acknowledgements</i>	xxi
<b>1 Introduction</b>	<b>1</b>
1.1 History, memory and psychology	1
1.2 Layout of the book	14
<b>2 Everyday life, knowledge and rationality</b>	<b>18</b>
2.1 The concept of 'everyday'	18
2.2 Excursus: content and process in theory and cognition	30
2.3 One or two forms of thinking?	50
2.4 Excursus: using the rational model	65
<b>3 Universes of everyday knowledge</b>	<b>78</b>
3.1 The pragmatic imperative	78
3.2 Pragmatic orientations	86
3.3 Content rationality, irrationality and evidence	101
<b>4 Introducing social representations</b>	<b>115</b>
4.1 On the concept of 'social representations'	115
4.2 Research fields	130
<b>5 The topography of modern mentality</b>	<b>135</b>
5.1 Popularised science	135
5.2 Social structures and political events	148
5.3 Imagination and cultural knowledge	158

---

<b>6</b>	<b>The organisation and structure of social representations</b>	<b>169</b>
6.1	Iconic form and metaphorical organisation	169
6.2	The structural features of representations	182
<b>7</b>	<b>Dynamics of social representations</b>	<b>194</b>
7.1	System and metasystem	194
7.2	Categorisation and anchoring	198
7.3	Objectification and the socialised mind	207
<b>8</b>	<b>Discourse, transmission and the shared universe</b>	<b>218</b>
8.1	Dialogue, discourse and doxa	218
8.2	Sharedness, situatedness and functional consensus	221
8.3	Epidemiology, culture change and cognitive polyphasia	228
8.4	Transmission and media	236
<b>9</b>	<b>Action, objectification and social reality</b>	<b>244</b>
9.1	Action and objectification	244
9.2	Habitus and collective rationalisation	266
9.3	The group and the public	274
<b>10</b>	<b>Epistemological aspects of social representation theory</b>	<b>283</b>
10.1	Explanation and description in social psychology	283
10.2	Levels of analysis and macro-reduction	296
10.3	A circular theory?	310
10.4	A note on reference populations and the concept of the 'individual'	312
<b>11</b>	<b>Methods in social representation research</b>	<b>322</b>
11.1	Defining and diagnosing social representations	322
11.2	Methods in research	326
11.3	Developing appropriate methodologies	349
	<i>Notes</i>	355
	<i>References</i>	368
	<i>Name index</i>	429
	<i>Subject index</i>	441