Psychoanalysis: Its image and its public
Serge Moscovici

DESCRIPTION

The publication in English of Serge Moscovici's *Psychoanalysis, Its Image and Its Public* is an event of singular importance for social psychology. For the first time, English-speaking readers will have access to one of the most influential books published in the discipline in the past 30 years.

Moscovici's development of the theory of social representations has long been recognised as a major contribution to social psychology, but discussion of the theory has been limited by the unavailability in English of the text in which he provides his most extensive presentation of the theory and demonstrates its fecundity through his empirical study of representations of psychoanalysis in France. *Psychoanalysis* is in many ways the founding text of the theory of social representations and is, as such, a modern classic. As well as tracing the ways in which knowledge of psychoanalysis is transformed as it is reconstructed by different social groups in French society, Moscovici provides an extensive analysis of the representations of psychoanalysis within the mass media, showing how different interests structure such communication through the different forms of propaganda, propagation and diffusion.

This book will be an indispensable text for students and scholars of social psychology. It will also be of interest to psychologists, sociologists and cultural theorists concerned with mass communication, and to all those with an interest in current perspectives in the social sciences.
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FEATURES

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