Contents

Acknowledgements vii
Introduction 1

Part one: 'Crises' 7

1 The paradigm crisis 11
Placing paradigms 12
Experimentation and ethogenics 18
Problems: ideology and power 23

2 The political crisis 29
History and power 30
Psychology and sociology 32
The individual and the crowd 35
Social psychology as a discipline 42

3 The conceptual crisis 48
Structuralism, semiology and hermeneutics 49
The contexts of post-structuralism 55
Contradictions 61

Part two: Responses 67

4 Ordinary explanation 72
Attribution theory 74
Deconstructing attribution theory 80
Deconstructing ethogenic responses 84

5 Social representations 90
'Social representations' 91
Sociological representations 95

Social paradigms 98
Representation, structure and struggle 103

6 Conversation 108
Readings 108
Sociality and textuality 111
Speakers and listeners 116
Writers and readers 120

Part three: Alternatives 127

7 Culture 131
Postmodernity and language 131
Post-politics 138

8 Politics 141
Fatal attraction 141
Star wars 144
True stories 147
Back to the future 150

Further reading 158
References 161
Index 169