English summaries[*]

(in alphabetical order)

M. Bonolis, *Conseguenzialismo metodologico e teoria dell'azione* (*Methodological Consequentialism and the Theory of Action*). The consequentialist model in social sciences is based on the fact that the explanation of action is: a) motivated by the perspective of obtaining a goal (teleology); b) can also be motivated by prior awareness and judgment related to its feasibility; c) is retroactively motivated (teleonomy) by the consequences the action produces other than of attaining the goal itself. Weber and Pareto bring consequentialism permanently into sociology, though without the utilitarian option Scottish moralists originally applied to it. Weber proposes a formal «methodological» categorization which gives it a reduced level of abstraction and opens it to substantial typification. The model therefore becomes an essential cognitive component of action, profitably developed by contemporary social theory, and also aims to a pragmatic use of the discipline in terms of policy making, prediction and social projects.

E. Campelli, Varium et mutabile. *Cosa si può dire,* di vero*? Note su un ingombrante archetipo* (Varium et mutabile. *What Can We Say that is Truthful? Notes on a Cumbersome Archetype*). The essay discusses the main theories on truth, not from a logic-philosophical point of view but rather in consideration of their ability to orient empirical research, especially in sociology. The results lead to a criticism of the theories on truth that concentrate exclusively on single assertions instead of focusing on a wider level of theories for which holistic control can be considered. The notion of *warranted assertibility* is taken into account with the aim of purifying it of the objectivistic implications it still possesses. Finally, the author argues that the work of a researcher is inspired by inclination towards truth, rather than it being a possible epistemological element.

R. Cipollini, *Romanes. Rappresentazioni sociali e relazioni* (*Romanes. Social Representations and Relations*). The essay outlines the characteristics of the social representation of the Romanes in relation to Simmel's theory of the spatial system. It is not possible to apply the features that delimit space (exclusiveness, fixation, borders), but only those that are tied to its ambivalence (closeness and distance, moving from place to

place) that define the social figure both of the foreigner and the nomad to the social figure of Sinti and Romanes. Furthermore, the different disposition of a roaming nature in regard to space tends to generate tensions and conflicts with components that acknowledge consolidated territorial and state assets. The representation also influences the system of relations and the Romanes settlements, which are confined in «non spaces», foreign to city morphologies and without relationships, invisible but menacing territories. Within these, however, families build up history, memory, and relationships in conditions of alienation and difficulty.

F. Martinelli, *Aspetti diversi del turismo nella città d'arte: Roma* (*Different Aspects of Tourism in Art Cities: Rome*). The author deals with different definitions of tourists, classifying them according to the purpose of the trip, their characteristic as social actors, distinguishing the *Vacationer* from the *Sightseer*, and categorizing touristic locations (centres, major centres, touristic cities). The tourist population tends to prefer symbolic places, such as the Tower of Pisa. Information is also given on presence and sojourn in Italian and foreign accommodation facilities and the presence of tourists in museum and archeological sites. The contribution of tourism to the development of cities is examined, distinguishing tourists with a romantic gaze and those with a collective gaze. Research on fruition models of different museums in Rome is presented and the new trends in tourism development are examined with reference to the most recent cultural events. One of the new trends explored regards the use of computer technologies and the increase in reproduction for virtual museums. All this risk making tourists' visits dull and the presence (absence) of visitors with alienated looks.

M. Prospero, *Il potere personale tra seduzione e strategia* (*Personal Power between Seduction and Strategy*)
Gianni Statera's book masterfully uses daily news press of the period to reconstruct the swift dismantling of the republic of the parties and the unforeseen beginning of a new political system, dominated by the figure of Berlusconi. The research focuses on the seductive aspects of power emphasized and featured by face-to-face discussions and video-politics, and analytically and accurately identifies the strategic weaknesses of the parties that were not involved in Tangentopoli, but were unable to grasp the particular mandates and necessities of a phase of transition.

R. Pavsic, M.C. Pitrone, *La forza della* forced choice (*The Force of* Forced Choice). When attitudes are surveyed, the subject's answer does not reflect only his actual status, but also his perception of it and the very awareness of having one. The most common techniques are those implying the use of sentences expressed as an assertion, that the subject must approve or disapprove. A large amount of scientific literature has shown that it often stimulates mechanical and/or acquiescent answers. Several research findings (1999-2009) are presented in this paper. In these studies we compare the Forced Choices (FC) in different kinds of interviews with the Likert and Cantril scales. According to empirical evidence, it seems that the design complexity of FC is largely paid off by its ability to provide more reliable answers.

C. Ruggiero, *Le sorti della politica dell'immagine fra tradizione e pre-visione* (*The Fate of Image Politics between tradition and pre-vision*)
The Eighties, and in particular Gianni Statera's studies, lead to in depth considerations on the relationship between communication, politics and citizens-spectators in an image-based society. Setting the development of political personality and leadership

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processes in a historical perspective allows us to address the role of television in the wider context of media's influence on the public. Furthermore, communicative activism of leaders of the political and institutional scene can be seen as an element in need of a not common ability in image self-management to achieve positive effects. Following Statera's considerations, the most recent events involving Silvio Berlusconi also find an interesting key of interpretation.