

Business Culture Networks in the Literature from 2019 to 2022

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Abstract

The purpose of the work was to specify a model for the study of work culture. A documentary, cross-sectional and exploratory study was carried out with a non-probabilistic selection of sources indexed in international repositories, considering indexing, year of publication and impact factor. Discussion axes were established to address the problem, although the research design limited the findings to the analyzed sample, suggesting the extension of other repositories, years, quality indicators.

Keywords: security; propaganda; social representations; attitudes; identity

Introduction

Studies of propaganda, security, advice to youth and old age; 1) the systematic dissemination of crimes attributed to political corruption; 2) state propaganda as the legitimate security administrator of its rectory; 3) the legitimacy of citizens to consider them incapable of preventing criminal initiatives; 4) Older sectors are excluded by assuming that they are incapable of self-control and self-care.

Propaganda, considered a security system implemented by the State to legitimize its stewardship in crime prevention and the administration of justice, has been studied by the social sciences in general and psychology. For this reason, the propaganda that has been disseminated in various media such as television, radio, press and cinema has biased the content and put the topics of discussion on the public agenda.

However, with the emergence of the Internet and social networks, state propaganda took on a new face by disseminating not only images and speeches, but also expressions of anger, fear, rage, surprise or anguish that intensified impotence and farsightedness in the face of facts. risk and threats to citizens.

Thus, digital networks no longer build an agenda focused on issues but on the terms that Internet users adopt to express their discontent or pleasure at any news, message, event or celebrity.

However, traditional propaganda, unlike modern propaganda, generates reflections against and in favor of the State. This is due to the fact that it differentially impacts the young public with respect to the larger public. While older adults used the radio and the press to have a close view of their local situation and television and cinema to build a representation of the world that in any case legitimized the stewardship of the state and a close authority to represent it, the young Internet users use networks to establish two types of threats focused on identity theft and mockery.

Both aspects, the legitimization of state violence due to the perception of insecurity and the feeling of helplessness, as well as the representation of

privacy and identity dependent on digital networks, reveal state propaganda as an omnipresent actor in society.

The theory of social representations is introduced by Serge Moscovici in 1961, from his doctoral thesis called *Psychoanalysis its image and his public work* addresses the social representation of psychoanalysis and the image of the psychoanalyst in modern French society to analyze the areas were shaped social representations. Moscovici takes as a basis the theoretical contributions of Durkheim the collective representations that are related to the forms of thought that dominate a society, constituted by myths, religion, science, the dominant beliefs in each society, which are incorporated in each one of its individuals (Piña, 2009).

This theory is recognized as a valuable contribution in the fields of social psychology, education, among others; At present, it constitutes an important reference for other social sciences for the study of social phenomena, for which the theory of social representations has been the theoretical support in carrying out various investigations from various fields.

In addition to Moscovici, some of the main theorists of this theory are: Abric , Belisle, Flament, Farr, Guimelli , Ibanez, Heider, Jodelet , Mardellat , Mora, Pineapple, Shiele.

For Moscovici the representations social are guides to action, determine the behavior, practices social and relationship dynamics _ social. span information retained, selected and interpreted, judgments cast on the object and its environment, stereotypes and beliefs (Abric, 2001).

According to Abric: representation _ works as a system of interpretation of reality that governs the relationships of _ individuals among your environment physical and social, and determines their behaviors or practices. is a guide to action, guide actions and relationships _ social. It is a reality pre - decoding system since it determines a set of anticipations and expectations (Abric, 2001: 13).

For Moscovici, representation is always a representation of someone who speaks and shows, communicates and expresses. After all, it produces and determines behavior, because at the same time it defines the nature of the stimuli that surround us and provoke us, and the meaning of the responses we give them. Social representation is a particular form of knowledge, whose function is the development of behavior and communication between individuals (Moscovici, 1961: 17).

The theory of social representations responds to four functions:

1. Functions to know. allow us understand and explain reality. _ 2. Identity of functions. Define identity and enable _ safeguard the specificity of the groups. 3. Functions Guidance: behaviors and practices drivers and 4. Functions Justifications. Can justify postures and behaviors a posteriori (Abric, 2001).

A social representation is composed of two elements. 1. Objectification regarding the development and operation 2. The anchoring of social representation. They can analyze in three dimensions: 1. The information is related to the organization of the knowledge that a group possesses with respect to a social object. 2. The field of representation or image refers to the idea of image, social model, the contents specific and limited of the proposals that relate to an aspect specific to the object of representation and 3. The attitude has to do with favorable or unfavorable in relation to the object of social representation (Piña, 2009).

Enrique Pichon-Rivière stated "that man is a product in a very complex web of links and social relations; produced determined, but at the same time producer, actor, protagonist. This complexity of relationships becomes tangible for the subject from its concrete conditions. of existence or what is the same, from areas in and through which objectivity is built so that the conditions of society penetrate to the very center of individuality, building a subjectivity permanently traversed by a certain social belonging".

However, the "effect" on "the members of each society have a social reality that they apparently share appears to be mediated by a complex network of links and meanings from which the "social" is emerging with a symbolic dimension that paralyzes any mechanistic attempt to attribute a generic to a dialectical process of double construction "objectivity".

Subjectivity is understood as a socio-psychological construction that stands as a product of a permanent interpretation of the individual, the group and the social and is projected in specific social contexts and ways of acting, thinking and feeling from which, organize, and Individualities made tangible that accompany the journey of the human within its largest and most complex construction: society (Fuentes-Ávila, 1995).

If the propaganda highlights the importance of identity and privacy in youth with respect to the perceptions of insecurity of older people, then aging, youth and old age are transitory categories established from the trust towards the contacts of the elderly. digital networks or in the case of the elderly, from their capacity for representation, their capacities and resources, security, skills and knowledge.

Dementia is a syndrome characterized by a progressive deterioration of cognitive functions accompanied by psychiatric symptoms and behavioral changes that lead to a progressive disability of the patient (MJ Robles, 2011).

In Mexico City, the prevalence of dementia in people 65 years of age or older it is 4.7% and 3 to 6% in Latin America. (Gutiérrez et al., 2001; Mejía-Arango et al., 2007). Its figure can range between 20 and 30 % when people are older (Mittelmark , 1994).

In Mexico, there are programs designed by important public institutions such as the National Institute of Geriatrics, the National Institute for Aging Care, the Ministry of Health, etc., to care for older adults, but from a very small perspective, without offering an integrative approach, regardless of the patient, diagnosed with dementia, as a human being who deserves respect and inclusion.

There is currently no curative treatment for people with dementia and the focus is on promoting well-being and improving quality of life (Lucas-Carrasco, 2007).

Older adults are a vulnerable group because they present a series of physical, biological and psychological characteristics that place them at a greater disadvantage. The care of these children falls on the (mostly women) and to a lesser extent on the brothers, or by institutions, if the economic level allows it; and it may be the case that they are abandoned.

In the Federal District, institutions have focused only on providing older adults with "certain" benefits that allow them to meet their basic needs, however, there are no specific public policies for the care of those diagnosed with AD, offering them a Quality. Likewise, there are no care models that allow them to improve their quality of life.

The Magdalena Contreras demarcation is one of the 16 delegations that the Federal District has divided. As governing bodies of the capital of the Republic are the decentralized delegations of the Federal District. It is located southwest of Mexico City.

Of the 16 delegations, Magdalena Contreras occupies the ninth place in extension, with an area of 7,458.43 hectares, which represents 5.1% of the total territory of the Federal District. Of this area, 82.05% (6,119.46 hectares) is an ecological conservation area and the remaining 17.95% (1,338.97 hectares) is an urban area.

From this context it is necessary to carry out the study of the social representations of the elderly in general and of Alzheimer's care in particular, since the media generate information that those involved in aging and dementia care assimilate as part of their cultural repertoire, which will define their strategies for the treatment and prevention of mental illness.

Thus, the culture of respect for the elderly will determine family care as a process inherent to their family and groups of friends, but a culture that weighs youth over old age represents abuse.

Social representations are instances of information processing around which time is considered as a cultural process, but such is the influence of the group belonging to the care of the elderly will be determined by the SCP such as: "But you know the devil what an old devil ", "as you see that I saw, as I see that I see ", " If you want to grow old, then the tontejo rushes ".

Therefore, the study of the social representations of Alzheimer's generates a comprehensive panorama of the image of the caregiver in relation to the attitudes of the elderly towards PCS.

The diagnosis of social representations of Alzheimer's care allows us to anticipate scenarios of conflict between the elderly and the caregiver. In this sense, it will be feasible to explain the changes that are generated in the interaction between actors and to propose intervention models to reduce the effect of PCS on the attitudes of the elderly and the social representations of Alzheimer's care.

The goal of this study is to specify a model for the study of representations social aspects of aging, youth and old age What result of security propaganda citizen, so What specify a model to study the security effects _ propaganda in the representations social aspects of aging, youth and old age. do they exist differences significant among the findings relating to culture business reported in the literature from 2019 to 2022 regarding observations made in the Present work? The premises that guide the Present worked suggest that the pandemic I affect the culture works by restricting it through lockdown and social distancing policies, but _ also incentive the entrepreneurship and innovation through socio- digital networks and platforms. Thus, they are expected differences significant among the findings reported in the literature regarding the observations _ made in the present work.

Method

A non-experimental, retrospective and exploratory study was carried out with a non - random font selection indexed at the discretion of the route's explanations of the correlations between variables with a non - random font selection indexed. the information it was selected considering the conceptual

dependency relationships between the explanatory variables safety and age. Subsequently, the information was processed in content analysis matrices to establish _ the model. Then, the selected variables were included in the model from the formulation of hypotheses. _ Finally, he described the model that was developed with assumptions of trajectories of correlations.

The Delphi technique was used to develop the validity of a questionnaire on the evaluation of the quality of the sources indexed by expert judges in the subjects. During three rounds of feedback, the results were processed, compared and synthesized in order to establish the axes and central themes of the research agenda. The data was processed with the qualitative analysis

software version 3.0, considering non-parametric and contingent statistics to highlight the relationships between the categories of analysis with respect to other trajectories of relationships between variables reported in the literature.

Results

The model included three hypotheses to explain the paths of the correlations between four constructs and seven indicators for each one. The model includes three assumptions that explain the correlations between four constructs inferred by seven indicators, each one established as a structural modeling criterion.

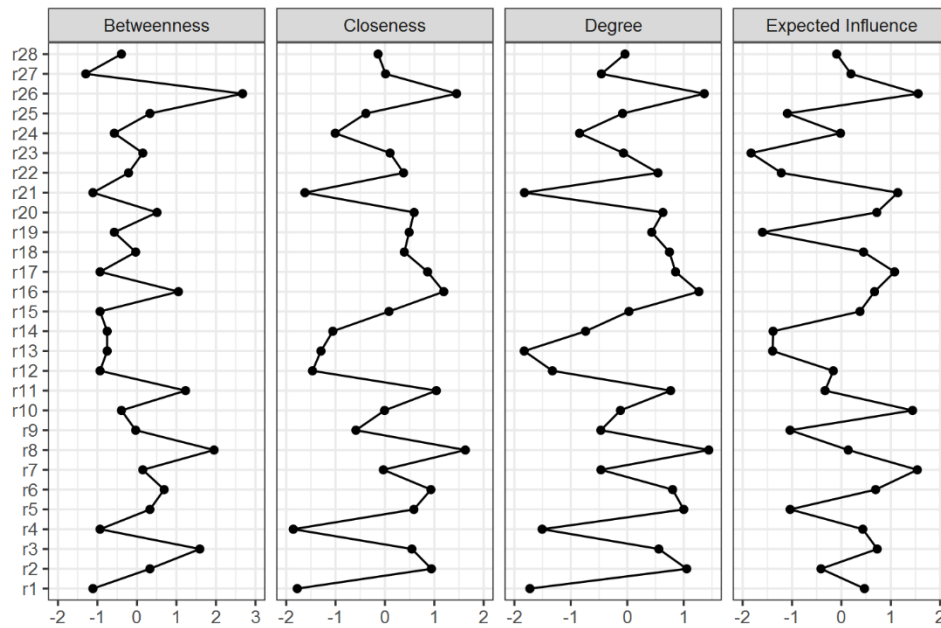


Figure 1. Centrality of business culture in the literature from 2019 to 2022 Source: Prepared with data study

The social representations of the State security orientation affect the collective representations of solidarity and cooperation of the largest identities. The trajectory anticipated scenarios of legitimizing the violence of institutions committed to preventing and combating crime, although the administration of justice is not guaranteed. The logical route explains the process in which older adults come to terms with their dependence on state

and local authorities to establish law and order. Such path warns that the differences between youth identities and older identities involve two types of governance that in the case of older identities is only possible using violence against those who violate the laws and in the case of youth identities use ideological apparatuses like the media.

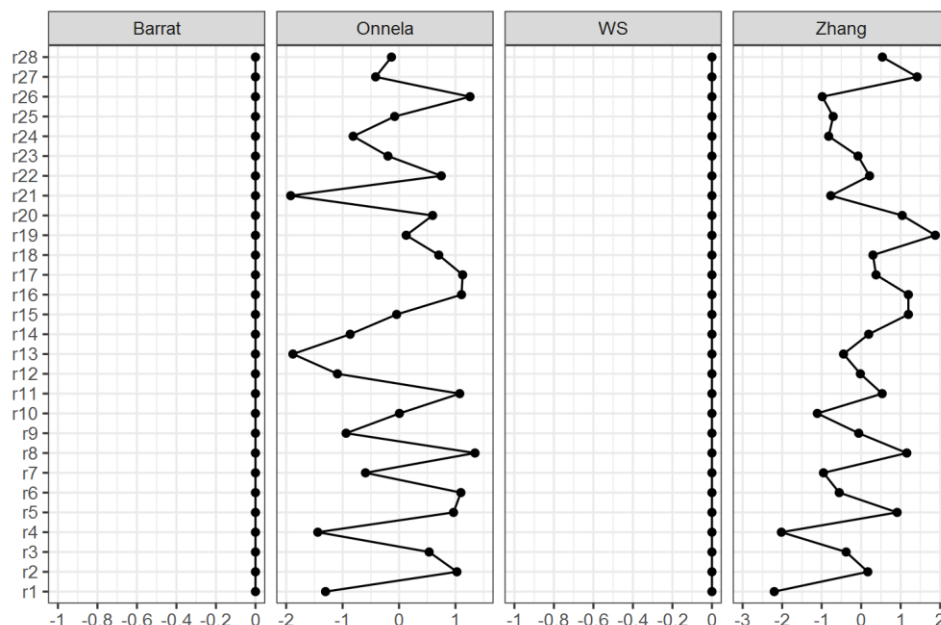


Figure 2: Company culture grouping in the literature from 2019 to 2022 Source: Prepared with data study

Social Security representations affect digital representations of the privacy of young people's identities. It is a path that explains the influence of traditional media on digital networks, since they spread information about

harassment (stalker, buller , troler) that would affect trust towards contacts on Facebook, Twitter, Instagram, WhatsApp Messenger, or the main networks of interrelation between young identities.

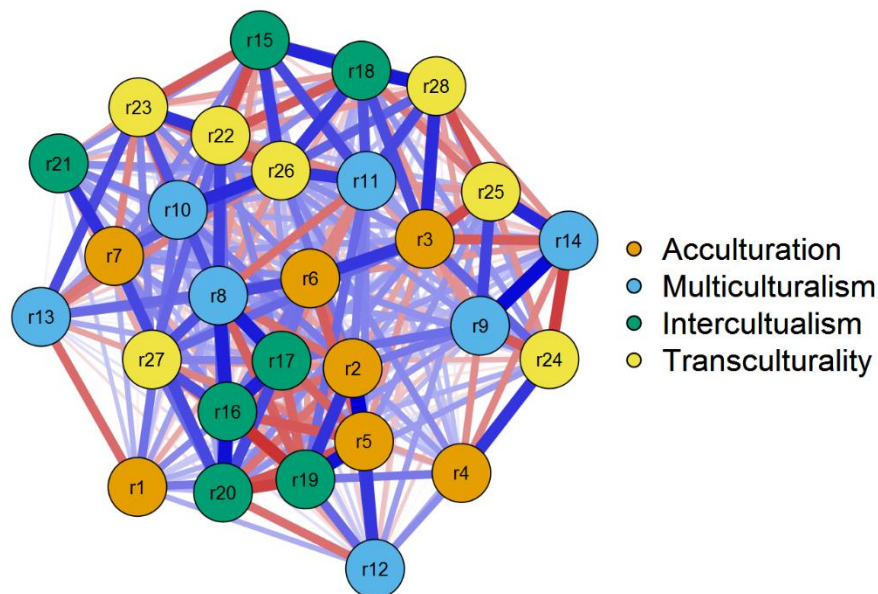


Figure 3. Business culture networks in the literature from 2019 to 2022 Source: Prepared with data study

Although collective representations and digital representations are differentiated instruments of legitimation of the State, they can be combined with the purpose of influencing any identity, whether minor or major. This is the case of common resource policies - information on environmental, financial or social threats and risks, which not only affect one sector or another, but may also affect future generations.

Discussion

The revised theoretical, conceptual and empirical frameworks warn the inclusion of other variables such as helplessness, self-control, hyperopia, beliefs, attitudes and intentions that would complement the specified model.

The contribution of this work to the state of knowledge lies in the specification of a model for the study of the incidence of social representations in collective representations, digital representations and youth identity or the identity of older people on safety and security. privacy spread in the media.

However, from other theoretical and conceptual frameworks -self-control, agenda setting, probability of elaboration, reasoned action, explanatory behavior of planners, trajectories, dependency relationships between variables are noted -disseverance, hyperopia, beliefs, attitudes, intentions that could complement the specification of this work (García & Carreón, 2013).

Some specific models have shown that traditional media messages have more influence on older audiences than on younger ones (García, 2012). This is due to the fact that security policies focus on the emotions of the audience and manage to penetrate their emotions more easily through television, since images and speeches are instruments of greater influence than data in sectors with low educational level and older (García et al., 2013).), although persuasion strategies are increasingly focused on messages about local corruption administered by a federal entity (Garcia et al., 2015), generating a socio-political identity and without differentiating age groups, but processing capacities (Garcia et al., 2014).

However, the study by Mejía et al. (2016) showed that older adults feel more guilt than young people regarding insecurity, and attribute the

commission of crimes against them to their age. This means that state propaganda aimed at supporting the prevention of non-citizen crime mainly affects older adults who feel incapable of facing the violence of civil courts.

Therefore, a comprehensive model not only incorporates theoretical, conceptual and empirical frameworks, but also the perspective of young people and older adults who see security propaganda differently, in addition to their ability to perspective generate an identity of crime prevention but not always They achieve this objective given the surrounding information on security at its different levels and modalities.

Conclusion

A comprehensive model would explain the paths of the correlations based on theoretical frameworks that establish the difference between crime prevention capabilities, the systematic observation of corruption with an emphasis on impunity. this study achieves conclude that the perception of citizens on topics What the crime and corruption are vulnerable to _ messages that are transmitted through _ _ media, mainly _ _ in the Adults older. This implies that, in the Adults older people with Alzheimer pathologies, are seen much plus affected for the information they receive from the different media. Also, the study reveals that the perception of young is more resistant to _ messages spread through the media traditional, since this _ segment is reported Mainly through social media. This implies not only the ability of _ means of forming opinion _ public, but also the differences in the components of a society overall. In that sense, depending on the segment you want deliver a certain message on topics social such as corruption and crime, in looking to improve, _ example, the public image of a ruler, it is key that said message is sent through channels suitable and with design characteristic of said segment.

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