

# Culture as practice

- Symbolization – level of experience
- Structurization – emerging patterns
- Institutionalization – wide, systemic patterns

# Symbolization

- Symbol, the smallest element of the cultural process
- Carries meaning by symbolization

# Structurization

- Patterns of meaningful activity forming over time
- Contains social roles
- Rules for acting together, acting in society

# Institutionalization

- Certain overarching patterns
- Fundamental carriers of social meaning
- Taken for granted

# Social institutions

**Major patterns** in the organizational environment constituting foundations of social life, defining legitimacy and providing basic principles of organizing. Institutions are taken for granted and enduring, they have a stabilizing effect.

- Richard Scott (Scott, 1995)
- Woody Powell Paul DiMaggio and Woody Powell (1991)

# Institutional logics

- Sets of rules of behavior and cooperation in a given situation, profession, social role.



Ewa Filipp, Ręce

# Institutionalizing pressures

- Coercive (e.g. law, procedures, regulations)
- Normative (culture, e.g. education, tradition, custom)
- Mimetic (social, e.g. fashion)

(DiMaggio & Powell, 1991)



René Magritte, 'La Belle Société'

**Organizational/ managerial fashion is one of the key institutionalization processes.**

**Via aesthetic means, important value-related messages are sent and received.**