# Culture as practice

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

## Symbolization

- Symbol, the smallest element of the cultural process
- Carrries 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 priciples 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.

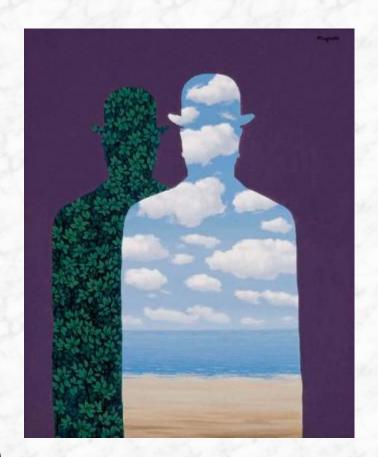


Ewa Filipp, Rece

## 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.