

Contents

Foreword	vii
Pierre MÆGLIN	
Acknowledgements	xiii
Introduction	xv
Chapter 1. The Promises of Communication	
Training Programs	1
1.1. Diversity of structures, diversity of authoritative discourses	1
1.2. Segmentation of communication fields	18
1.3. Mediation and the performative ideal: the promises of guaranteed learning.	26
1.4. Instrumented mediation: the digital seen as an educational panacea	37
1.5. The explicit request for communication “tools” and “techniques”	49
Chapter 2. Mastery Over Communication: Professionalization and the Injunction to Efficacy	57
2.1. The figures of facilitators and the legitimization of communication expertise	57
2.2. “Mastering” communication to gain professional efficacy	69
2.3. Reinforcing the professionalism of communicators	79
2.4. The argument of the paradigm shift and communication conceptions.	89

Chapter 3. Procedures and Standards for “Communicating Properly”	99
3.1. Toolboxes and communicational claims	99
3.2. Prescription and planning to “master” communication	107
3.3. “Best practices” and the circulation of standards.	115
3.4. Prescribing and standardizing “creativity”?	120
3.5. Debates on standards and the reflexivity of social actors	128
Chapter 4. Exemplification, Modeling and Memorization of Instrumented Bodies of Knowledge in Communication.	137
4.1. Casuist mediation: the presumed efficacy of practical wisdom	137
4.2. The order of “scholarly” discourses in professional training	146
4.3. The quest for certainty and the scientific relationship with knowledge	152
4.4. The neuroscience, experimental psychology and management science triptych	156
4.5. Theory and memorization: understanding versus mastering?	165
Chapter 5. Communication in the Face of Evaluation: Efficacy and Extension of the Managerial Model	177
5.1. Evaluation and institutionalization of values	177
5.2. Evaluation and (willing) (temporary) suspension of reflexivity	185
5.3. Metrics and quantitativist reduction	193
5.4. Knowledge about communication and managerial regime	198
Conclusion.	203
References	211
Index	229