

The cooperative experience as editorial moment in the cultural field

La experiencia cooperativa como momento editorial en el campo cultural

Nicolás Gómez Núñez^{1*}, Rocío Mieres, Camilo Lazo¹, Camila Hidalgo¹, Dafne Jaime¹, Gabriela Rojas², Hernán Gajardo², Pablo Rojas²

1 Carrera de Sociología, Facultad de Educación y Ciencias Sociales, Universidad Central de Chile, Santiago, Chile

2 Investigadores independientes, Santiago, Chile

* nicolas.gomez@ucentral.cl

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Background

The article shows the main results of a study on the opinions of members of the cooperative La Furia editors, this association of organizations, with and without legal personality, form a second-level organization that generates a space to share problems and develop strategies, and can be understood as an associative enterprise of self-managed work. In relations between editorials, people reflect on the experiences that have allowed them to maintain the trajectory of their editorial project and sustain the collective action of the cooperative. Also, relationships between organizations build an ecological niche for members of the cooperative La Furia editors, by means of which a fund of resources is created that has, for example, knowing how to manage an editorial, self-training meetings, access to sociotechnical networks and markets for the exchange of symbolic goods. At the conceptual level, Becker's art world categories and Bourdieu's cultural field categories allowed us to explore the conventions that arise from the relations of technical assistance, associated work, reciprocity, diffusion and government of the cooperative. In this sense, the use of categories allowed describing the levels where the community that assists its members is organized to, for example, solve problems or imagine the future. From there we managed to recognize the closings of relationships and the sense of belonging that is expressed as a We.

Aims

The objective of this research is compare economic organizations managed by their owners and workers, according to the formation of their effective community when they already participate in an associative undertaking of self-managed work in the Santiago region of Chile. In particular terms, the research sought to find out how the links that allowed creating collective action between organizations that are different but share a purpose are articulated: making books; and thus know about the quality of the contents of their relationships. In addition, it is also relevant to identify and recognize which dimensions of the self-management of the cooperative La Furia editors are significant to understanding the trajectory of their organization. In order to recognize the thoughtful process of each publisher on the experiences of maintaining its collective action in the Chilean cultural field.

Method & Procedures

The research was carried out between 2017 and 2019, it used the qualitative methodology taking procedures from the grounded theory and the case study, it used the semi-structured interview and the observation of book fairs and the digital supports of the editorials of the cooperative La Furia; in addition, we worked with content analysis to achieve the reconstruction of the typical representation of the cooperative and the publishing house, and social network analysis, the latter to deal with interactions between publishers and the managers of the service network that produce symbolic goods.

Results & discussion

Among the research results is a description of the stages of the cooperative, the shared knowledge about the cooperative work and two dimensions that are manifested in a similar way between the publishers; In the first, it seeks to set the scenario of the associativity of the cooperative, in the second, are the conditions that the interviewees assume as significant when they must explain the trajectory of the publishing house in a cultural field such as the Chilean. In addition,

related to associativity is realized through the working community and the dimension on the knowledge objectified in the creation of symbolic goods, expressed in the knowing how to edit. It can also be added that publishers have different relationships between them and finally that the cooperative provided them with an intellectual field and a recognized resource fund through their sense of belonging to the organization.

Conclusion

It is concluded that it is significant in the organization the need to take a position on the part from the publishers before the book, since its edition and commercialization that, also, is oriented by the margins established by the cooperative. Each of these aims to promote bibliodiversity, through these practices they seek to legitimize self-management for the creation of property common and symbolic. These in their interaction despite the tensions in inter editorial relations generate a product as a project designed that orients on the margins of each publisher and encourages the construction of socio-affective networks within the cooperative.

Keywords: art world, bibliodiversity, cooperative, cultural field, editorial

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