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Constructing a Representation or Representing a Construction?

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While acknowledging that Serge Moscovici's Theory of Social Representations has impinged positively upon Social Psychology as a discipline, a critical analysis of this theory is developed using reflexively the proper theory to make salient its shortcomings. The ontological status of "Social Representations" is discussed and the conclusion is that there is nothing in our societies which can be described as being a Social Representation. From a Social Constructionist viewpoint, inspired in Kenneth Gergen's statements, it is argued that we neither construct representations nor do we represent constructions. People do not live in a world of Representations but in a world of Discursive Productions. After examining the implications of the "constructive loop" conveyed by the Theory of Social Representations, and after questioning the split between "person as a thinker" and "person as a doer" which marks contemporary Social Psychology, a critical look is directed towards the "Ideology of Representation" as one of the most pervading ideologies of our time.