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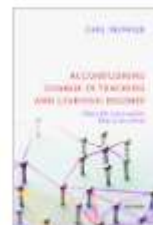
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ABSTRACT
Accounting is the language of business, increasingly standardised for banks and corporations: a technical tool used to reach the common good. Nonetheless, as recent corporate scandals have shown, a world of accountants, auditors, bankers, finance directors) can collectively construct the technical knowledge they deem relevant to deal with such actions. How is this possible? To understand such failures, this chapter offers a new way to understand ... More »

Keywords: chartered accountancy, truthfulness, fact, professional ethics, transparency, financial regulation, accounting standards

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Performance and Truthfulness
Matthew Gill
DOI: 10.1093/acprof:oso/9780199547142.003.0002

[-] Abstract and Keywords

Performance in accounting refers to both quality of work and quality of self-presentation. This chapter reveals how the distinction between these two meanings becomes blurred in professional life. It shows how accountants must manipulate their own feelings in order to mount a credible performance, and how that necessity affects the knowledge they construct. In this light, the chapter then explores what forms of truthfulness are manifested in everyday accounting practice.

Keywords: performance, truthfulness, transparency, self-presentation, emotional labour, role-play

Accounting, as we saw in Chapter 1, is a practice oriented towards the construction of facts. It is therefore consequential in ways that other practices are not. An accounting fact, once constructed, becomes transferable beyond the context of its construction. Users in different contexts accept accounting facts on the assumption that they would have constructed them in the same way, had they been involved in doing so. The construction of such facts must therefore be held to generally accepted standards. In the important sphere of accounting practice that falls beyond the scope of rules, I want to suggest that those standards are best conceived as ethical standards of truthfulness, rather than as either objective standards of factual correctness on the one hand, or conventional standards of social behaviour on the other.

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Technocratism

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Both this chapter and the next discuss the process of fact construction in detail. This chapter looks at what happens when accountants approach that process technocratically, and the next chapter looks at what happens when they do not. In order to maintain their technocratic authority, this chapter shows that accountants find themselves obliged to employ various non-technical, rhetorical strategies. Having described those strategies, the chapter concludes that accountants themselves are beginning to find technocratism, and with it their own

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Keywords: technocratism, rationalization, framing, limitation of scope, transcending dispute, economic sociology

Chapter 3 offered a specific example of a more general phenomenon that extends beyond accountancy. A contrast between apparently unproblematic facts on the one hand, and the pre-factual controversies through (1987). However in accounting the prescribed form a fact must take structures the pre-factual controversies that can be engaged in. In science, the premises of knowledge are at least in principle negotiable, whereas in accounting, accounting standards establish an insignificant distinction given the nature of the facts (Kuhn 1962, 6). Yet it exposes a difference in paradigmatic level, professional accountants can in principle concern themselves only to know about particularities in a way that is consistent with their existing knowledge of other particularities.

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There are therefore two pictures that could be drawn of the pre-factual controversies which take place in accounting, depending on how the accounting standards are viewed, and this chapter and the next will reveal the tension between them. In the first picture, accounting standards govern the form completed accounting knowledge takes, but not the means by which controversies are resolved. Although some forms of argument might be better respected than others, controversies are in principle conceived as open, and the disputants dispute using the full range of their rhetorical powers. That picture will be the starting point of Chapter 5. Here, however, I want to begin from another picture, in which controversies appear more closed because the resolution of controversy is approached technocratically. I define the *technical* in relation to accounting work as pertaining to techniques of knowledge construction that are generally accepted as resulting in facts. Such techniques may be derived directly from accepted readings of accounting standards, or from generally accepted accounting principles.⁴¹ As Chapter 5 will demonstrate, the construction of facts is not necessarily the (p.56) result of a purely technical practice; however, a purely technical accounting practice would necessarily result in the construction of facts. By *technocratism*, then, I mean the belief that the best method of crystallizing facts out of controversy is a technical one in this sense. In this second picture of pre-factual controversy, therefore, the structuring of controversies by the prescribed forms of the possible facts which

through to September 11. I provide a brief historical overview, identifying the key attributes of the order that prevailed during each of these periods. The analysis presented in this section provides a comparative framework for evaluating the recent turmoil in US-European relations, shedding light on whether the Atlantic community is experiencing marginal adjustments within a prevailing order or more profound challenges that are order changing in scope and nature.

The second section of the chapter examines transatlantic relations since September 11. I argue that the 1990s represent a transition decade; key elements of the cold-war order were beginning to erode. But it took the events

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Table 3.1. Atlantic orders, 1776–2001

Dates	Logic of interaction	Interests	Identity	Character of order
1776–1905	Balance of power	Separate and divergent	Oppositional	Militarized rivalry
1905–1941	Balance of threat	Separate but contingently convergent	Compatible	Peaceful coexistence
1941–2001	Cooperative security	Common	Shared	Alliance/security community

of September 11 to serve as a defining break point, bringing to an end the geopolitical era that opened with Pearl Harbor. Drawing on the framework developed in the historical section, I present a number of theoretical and empirical arguments to make the case that the Atlantic order is today experiencing fundamental change and that the current discord does indeed mark a turning point.

The third and final section of the chapter addresses alternative trajectories for the Atlantic relationship. The analysis is predicated upon the assumption that the relationship remains very much in flux; it is too soon to discern a stable resting point. I therefore reflect on the different forms that the Atlantic partnership has taken in the past, and the conditions that gave rise to those forms, to address where it might be headed in the future. Is the recent discord a passing aberration, likely to give way to renewed solidarity? What drivers could trigger the further unraveling of the Atlantic community? Is it conceivable that transatlantic relations could again fall prey to militarized rivalry? What steps can be taken to avert the further erosion of Atlantic unity?

The Evolution of Transatlantic Relations

To shed light on how the Atlantic order has evolved over time, I break the historical record into three periods: 1776–1905, 1905–1941, and 1941–2001. I identify the defining attributes of these periods along four dimensions: (1) the geopolitical logic governing relations; (2) the definition of interests; (3) the composition of identities; and (4) the character of order. Table 3.1 illustrates how these defining attributes have changed over the three historical periods in question. The narrative that follows provides empirical elaboration.

1776–1905: From the Revolutionary War to Anglo-American Rapprochement

During this first phase of interaction between the United States and Europe, transatlantic relations were guided by balance-of-power logic. The major

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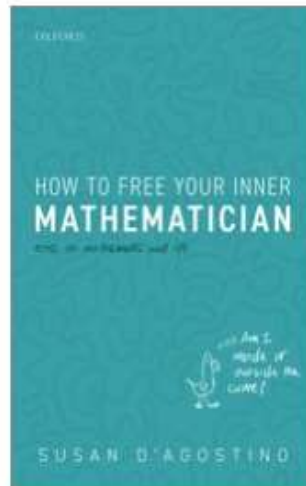
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The Greatest Fight of Our Generation

Louis vs. Schmeling

Erenberg, Lewis A. Professor of History, Loyola University, Chicago

Print publication date: 2006
Published to Oxford Scholarship Online: September 2007
Print ISBN-13: 978-0-19-51...
doi: 10.1093/acprof:oso/978...

Выделение ключевых слов в тексте

Abstract: Contemporary political tensions gave a boxing match greater significance than it otherwise would have. Held on June 22, 1938, in Yankee Stadium, "the greatest **fight** of our generation" took place between Joe Louis and Max Schmeling. This was the second **fight** between these two men, the first having been won by Schmeling when he knocked out Louis in the twelfth round. Schmeling became a German national hero and an unwilling symbol of Aryan superiority. Louis and Schmeling's second **fight** was seen around the world in symbolic terms — as a match between Nazism and American democracy. This book discusses how Louis' dramatic first-round victory (only two minutes into the match) was a devastating blow to Hitler, who turned on Schmeling and, during the war, had the boxer (then serving as a paratrooper) sent on a series of dangerous missions. Louis, meanwhile, went from being a hero of his race — "Our Joe" — to the first black champion embraced by all Americans, black and white. This was an important step forward in American race relations. The book also describes how, after the war, the two boxers became symbols of German-American reconciliation. Schmeling became a Coca Cola executive and, when Louis was down on his luck, the former foes became friends. When Louis died, Schmeling helped to pay for his funeral.

Keywords: [boxing](#), [Joe Louis](#), [Max Schmeling](#), [race relations](#), [Aryan](#), [Hitler](#), [Nazism](#), [democracy](#), [reconciliation](#)



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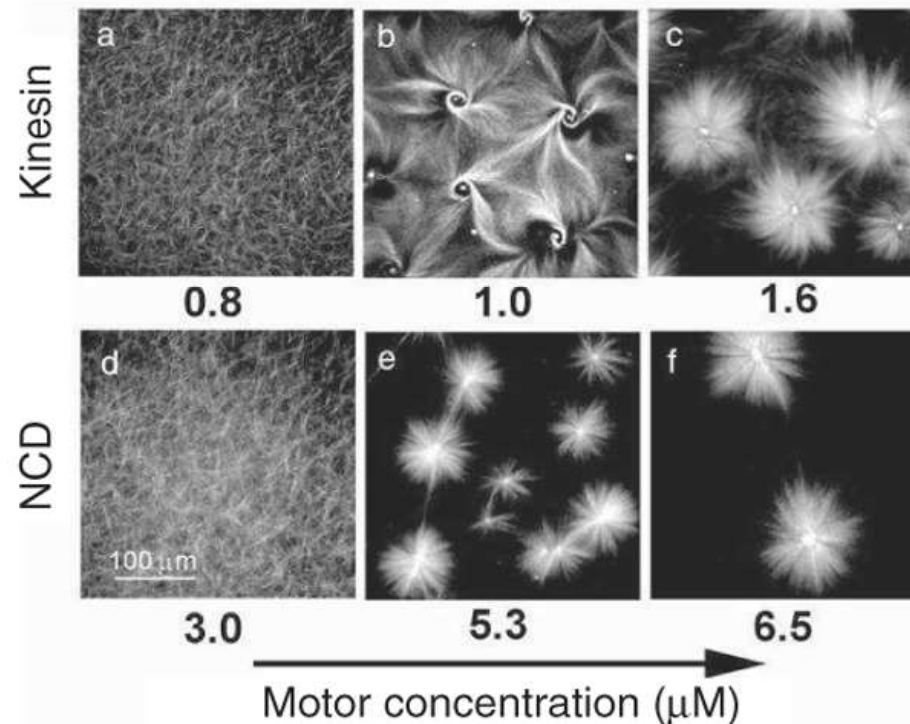


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gradients) or “social” interactions due to visual, audio, or chemical communication between the species. The comprehensive overview of patterns in biological systems is certainly beyond the scope of this book. Here we only focus on the biological patterns caused by roughly the same physical mechanisms that are at work in ordinary granular systems, however, even in this limited context “live grains” exhibit interesting and unique features.

One of the fundamental problems in the morphogenesis of multicellular colonies and organisms is understanding the nature of highly ordered (sometimes almost crystalline) states in which individual cells are arranged. It is believed that mechanical interaction among cells plays a role of a feedback loop that controls growth and arrangement of cells in tissues and colonies (Shraiman, 2005). If cells have a rod-like structure (as many bacteria, for example), their growth and expansion can itself lead to their ordering due to the steric repulsion between neighboring cells. To study this process *in vitro*, Volfson *et al.* (2008) grew a flagella-less strain of bacteria *E. coli* in a narrow open microfluidic channel (1 μm depth, 30 μm width). In the course of growth and expansion, the colony

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Fig. 2.26 Vortices and asters observed experimentally in microtubules/molecular motors mixtures for various concentration of motors and for two different types of motors (kinesin and NCD), from Surrey *et al.* (2001).

acquired local nematic order (see Fig. 2.25) with cells oriented along the direction of expansion. Unlike molecules forming a liquid crystal, non-motile cells constrained by the microfluidic device do not exhibit a significant Brownian motion, and only move when pressed by other bacteria in the course of colony expansion. Thus, the mechanism of cell ordering and colony crystallization differs from the classical Onsager mechanism for stiff rods (Onsager, 1949) based on the free-energy minimization. We discuss the order-parameter theory of cell ordering and crystallization in Chapter 9.

3 Main theoretical concepts and tools

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Igor S. Aranson

Lev S. Tsimring

The physics of granular media is a diverse and eclectic field incorporating many different concepts and ideas, from hydrodynamics to the theory of glasses and phase transitions. Consequently many fundamentally different theoretical approaches have been proposed to address observed phenomena. They can roughly be divided into three major classes: (i) microscopic models and molecular dynamics simulations, (ii) statistical mechanics and kinetic theories (iii) continuum and phenomenological models. In this chapter we will consider all of these, however we will begin with a brief overview of the fundamental properties of granular materials that differentiates them from ordinary gases, liquids and solids.

3.1 Fundamental microscopic properties of granular matter

3.1.1 Inelasticity

Probably the most fundamental common property of granular materials is irreversible energy dissipation (collisions) between the particles. For the case of so-called dry granular materials, i.e. when the interaction with air or water is negligible, the encounter between grains results in dissipation of energy while their total amount of irreversibly dissipated kinetic energy, or inelasticity of an individual collision is often characterized by the coefficient of restitution e .

$$(3.1) \quad e = \frac{(\mathbf{v}_1 - \mathbf{v}_2) \cdot \mathbf{n}_{12}}{(\mathbf{v}_2 - \mathbf{v}_1) \cdot \mathbf{n}_{12}}$$

where $\mathbf{v}_{1,2}$, $\mathbf{v}'_{1,2}$ are the velocities of particles 1 and 2 before and after collision, respectively, and $m_{1,2}$ are the masses of the particles at the time of collision (which is assumed instantaneous here). For a fully elastic collision, $e = 1$. For a fully inelastic collision, $e = 0$. For $0 < e < 1$ the total energy loss is of the form

$$\Delta E = -\frac{1 - e^2}{4} |(\mathbf{v}_1 - \mathbf{v}_2) \cdot \mathbf{n}_{12}|^2.$$

The amount of energy dissipation in a single collision depends on many factors, most importantly, of the material(s) that the two grains are made of, see Table 3.1. Indeed, the energy dissipation during collision is caused by deformations in the bulk of the two grains, and thus is dependent on the elastic and dissipative parameters of the materials.

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