

Building a context for CCS communication

Miki Saijo

Tokyo Institute of Technology
International Student Center/Graduate School of Innovation Management
Professor

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Self introduction

- *Field of study field:* Applied linguistics
 - *Central theme:* Communication between people with different knowledge and experience
 - *In discussions involving heterogeneous stakeholders:*
It is important to clarify the intended goal of the discussion and to manage the process toward that goal.
- *Current focus:* The process of knowledge creation through communication design.

What is communication ?



When the Listener adds meaning
from *Dialogue and Intelligence*, Yuji Noro, Shinyosha

A: “What time is it?”

B: “It’s half past three.”

A: “Thank you, kindly.”

Professor: “What time is it?”

Student: “Sorry, sir. I overslept.”

Professor: “I am not going to allow you that
excuse again.”

Communication: Basic Structure

- The listener decides the meaning of your utterances
 - Meaning & significance are constructed together by the speaker and listener
 - No meaning can be derived where there is no context
 - A single utterance does not create context
- Context refers to all of the conditions surrounding an utterance

Context

- On the spot context

- International forum lecture

- One person speaking to an audience of many
- Japanese is the native language for most of the audience
- Japanese is not the native language for some of the speakers

Conditions

- Speaker is university instructor; most of the audience is CCS-related?

- Knowledge, motivation, standing of sponsor
- Knowledge, motivation, standing of speaker and audience

Background

Communication Model (X)

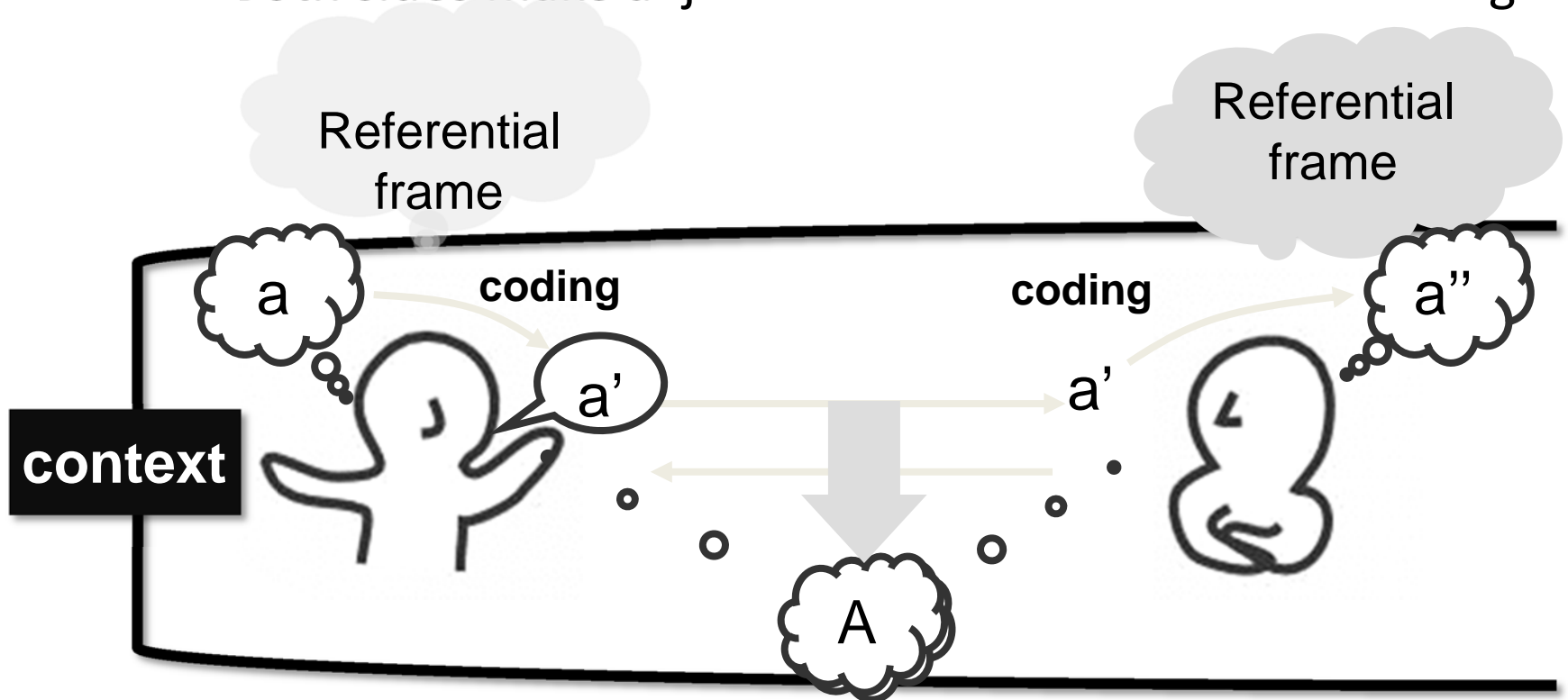
- Conduit (pipe) metaphor
 - The meaning intended by the originator is conveyed directly to receiver as if passing through a conduit or pipe



Communication Model (O)

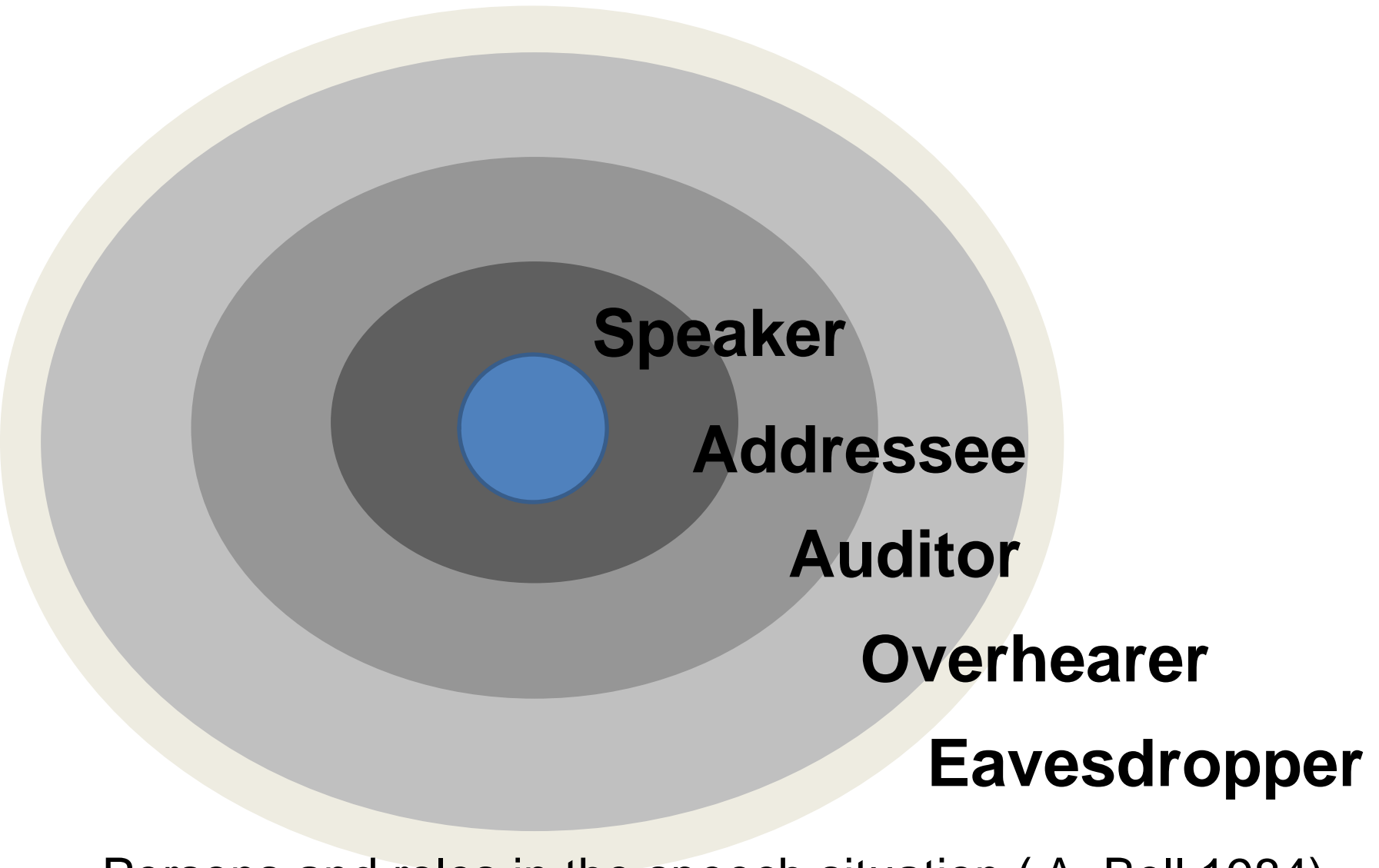
- Joint construction model

- Receiver adds meaning that was not intended by the originator (meaning decided by receiver)
- Both sides make adjustments to construct the meaning



Audience Design





Persons and roles in the speech situation (A. Bell 1984)

Hierarchy of attributes and audience roles (A.Bell,1984)

	Known	Ratified	Addressed
Addressee	+	+	+
Auditor	+	+	-
Overhearer	+	-	-
Eavesdropper	-	-	-

- Message conveyed differs by standing of listener
- Communication must start with the construction of context or else nothing will be conveyed

Communication Design

For cooperation among people who are very different from each other



Communication Design: Definition

- Communication design defines why and who you want to do what (or what you want to achieve with who), suggests and implements approaches for achieving this goal, reviews the results, and provides feedback.
- Design for achieving cooperation among people who do not share the same context

GPIO Cycle

Goal (G): For what purpose

Plan (P): Who do you want to become what and how to achieve that

Implement (I): Devise methods and implement

Observe (O): Was the objective achieved

What should be done next

In the case of CCS, what should go into the GPIO cycle?

Design of Implementation

Facilitation is a technique to promote **dialogue** between heterogeneous people

Principle of facilitation

- Needed for awareness in deliberation and discussion
- Needed to encourage dialogue among people of different backgrounds
- The role of the facilitator varies with the type of talk event
- Facilitation is a technique to promote **dialogue** among heterogeneous people

The roles of facilitators



Workshops

- Life of the party: Encourage generation of heterogeneous opinions
- Manager: Guide discussions towards output



Procedural meetings

- Chair: Ensure a smooth conference
- Intermediary: Calm down heated discussions



Emergent process meeting

- Provocateur: Challenge participants to develop new ideas
- Delivery person: Offer seedlings of ideas to participants

Workshop

- Several participants
- A given theme
- Toward positive direction
- Generate various opinions, impressions, comments
- Results presented to an audience

Workshop is a talk event with both aspects of dialogue and persuasion.

Workshop Facilitator

- Fulfills the roles of both “life of the party” and manager

Specifically:

- Encourages participants to talk
- Aware of timing for divergence and convergence of opinions
- Builds consensus to reach a conclusion

But, it is not easy to become a good facilitator!

For Building a context of CCS communication

- Design GPIO Cycles and compare them in CCS-related and other context.
- Create participation formats that fit the methods of implementation
- Consider facilitation formats for dialogue among CCS stakeholders
- Cultivate facilitators who can promote dialogue