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Norbert Wiener, founder of Cybernetics (science of regulating complex systems such as machines or social organizations)

Social Communication Methodology

Personal connection as a key to integration

What is social communication?

- Social interaction
- Social reciprocity
- Social skills
- Language

Social interaction

- the acts people perform towards each other and the responses they give in return
- important building block of society
- for an observer even trivial forms of social interaction give important information about the structures and rules of a community or society
- five main categories: exchange, competition, cooperation, conflict, coercion

Social reciprocity

- how the behavior of one person influences and is influenced by the behavior of another person and vice-versa
- action - reaction
- skills of social reciprocity start with the communication of facial expression and gestures and is extended through words and sentences
- e.g.: a baby smiling back at you or routine exchange of „good morning“

Social skills

- any competence facilitating interaction and communication with others
- e.g. active listening, empathy and understanding, patience, self-control, persuasion, mediation, structured thinking and reasoning
- process of learning these skills is called „socialization“
- interest also beyond the own social group is necessary in order to develop important social skills

Language

- our main tool for communication
- a structured system of signs and symbols (e.g. speaking, writing, gesturing), that is mutually agreed upon and understood within a group or a larger social entity
- in order to communicate socially, it is not enough to know the formal rules of a national language
- language is also influenced by the specific local, cultural and social context

Social Communication for Integration?

Successful interaction within a new social context

"The Tower of Babel"

failed communication = impossible cooperation
= broken community

Complexity of communication as a social practice

More than words...

-

Not only "what" but also "how"

Cultural specific interpretation and social codes

choice of words
tone of voice
gestures
facial expression
body language - movement / posture
eye contact
placement in space

What does our socialization tell others about us?

Short excursion:

The dilemma of **social media** - speaking with the whole world or speaking within the own bubble?

We really need to speak with
each other!

Social Communication Methodologies for integration and social learning:

What can we teach about Social
Communication that helps integration?

Social Communication Methodologies for integration and social learning:

Why is it important to know about Social
Communication in the context of integration?

Content:

Awareness of cultural differences and the
inherent complexity of human interaction

Social Communication Methodologies for integration and social learning:

Why is it important to know about Social
Communication in the context of integration?

Method:
creating workshops, situations and structures,
that enable successful communication

PRACTICE!

1. Triadic dialogue
2. Dialogue round

Dialogue as a method of communication

Dialogue: from Greek „dialogos“
dia = through

logos = speech / reason

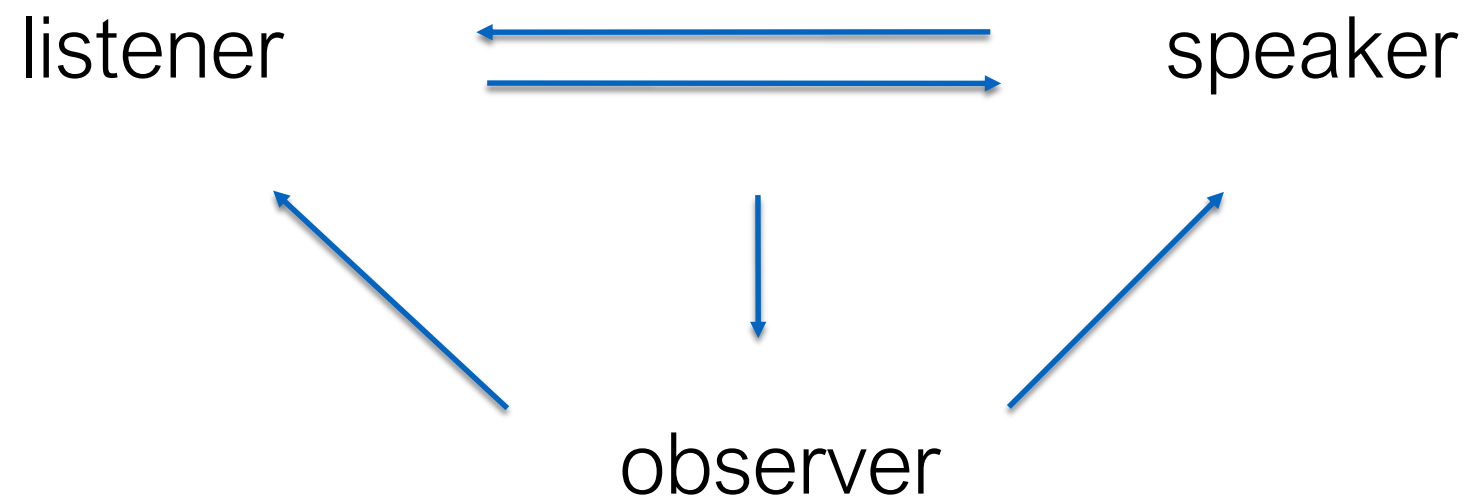
Definition: Written or spoken conversational exchange
between two or more people

Philosophical approach developed in the 20th century:
Martin Buber (theologist) and David Bohm (physicist):
dialogue as a multi-dimensional, dynamic and context
dependent process of creating meaning

Dialogue as a method of communication

MIT (Massachusetts Institute of Technology) developed methods of dialogue to ensure that important concerns about technical defects were communicated.
(e.g. the story of the NASA Apollo disaster)

Triadic Dialogue



What is „integration“ for you? What experiences of „good“ or „bad“ integration do you have from your life and work?

Group Dialogue Round

Structure and format:

- set time (with timekeeper)
- in a circle
- speaker's object in the center of the circle
- speaking „from the heart“ (not to convince or debate but to share personal experience and thoughts)
- active listening with openness and curiosity - suspending judgement and prejudice
- say everything you want to say, but keep it short (- don't go into a lecture)
- using moments of silence for feeling resonance (...or dissonance)

Group Dialogue Round

Purpose:

- to open space for collective intelligence
- to promote more conscious and „non conclusive“ thinking and feeling
- to connect to the knowledge, that is not necessarily knowledge based, but comes from individual experience and intuitive associations
- not to reach a conclusion but to give space for all possible voices and perspectives

Dialogue Method is a complementary tool for communication between individuals or in a group. For other purposes or goals other methods can be more appropriate.

„A dialogue leads to **connection**, which leads to **trust**, which leads to **engagement**.“
(Seth Godin, author and entrepreneur)

„In true dialogue **both sides** are willing to change.“
(Thich Nhat Hanh, Vietnamese monk)