



Abstract

Unicist Ontology of the Use of Words in the Building of Minimum and Maximal Strategies

This is a synthesis on the results obtained from the research on the unicist ontology of language and words' functionality to define its unicist ontogenetic map led by Peter Belohlavek and Diana Belohlavek.

The misuse of words in the building of strategies leads to paradoxical results. The objective of this description is to explain the implicit functionality of words so individuals can diagnose a reality based on their use and understand which types of words are functional to build minimum strategies and which types are necessary to build maximal strategies.

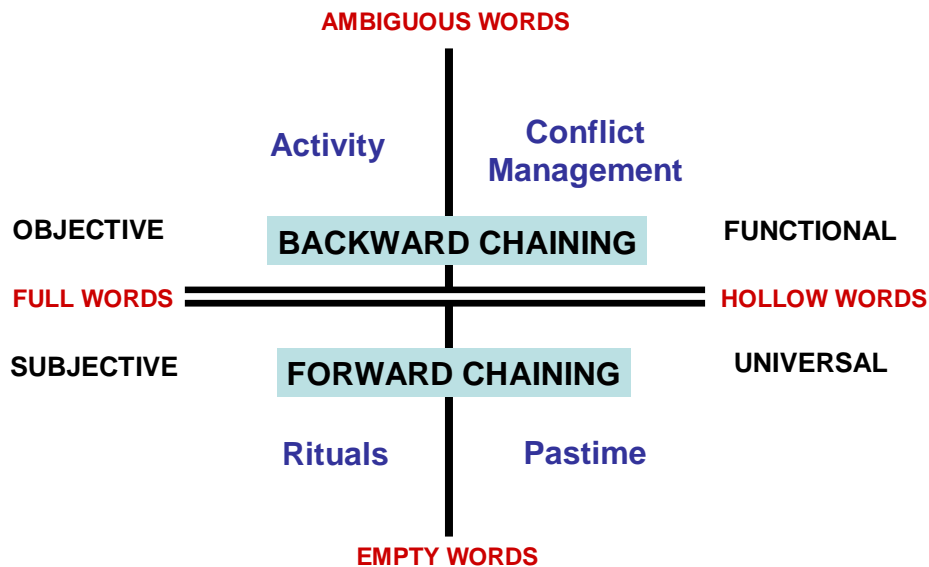
Interpersonal written or spoken language requires the use of words which, according to their meaning, define the functionality of communication.

Conceptually, based on their meaning, there are four different “types” of words: empty words, hollow words, full words and ambiguous words.

- 1) **Empty words:** are those words that have no rational meaning in the context they are being used. They have multiple non structured meanings with no shareable purpose. Adjectives with no adverbial function are empty words. EXAMPLES: Cute, big, alone, complex, easy*.
- 2) **Hollow words:** are those words that are able to integrate in a unique sense the meanings given to them by emitters and receivers. In these words there is an implicit tacit purpose underlying. EXAMPLES: *Let's build, assess, debate.*
- 3) **Full words:** are the words with a unique irrefutable meaning for those involved in a communication process. They are the solid container where hollow words fit in. EXAMPLES: *Yes, no, white, red, black, twisted, straight.*
- 4) **Ambiguous words:** are the words that have two different excluding meanings. One of the meanings is functional to the communication process and the other is dysfunctional. EXAMPLES: *Old, cheap, expensive, exclusive, functional.*

** The functionality of each example given depends on the application to each specific context and on the purpose of the activity that originated them. A word is not “empty” in itself; it depends on its context.*

Essential concept of words' functionality



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Regarded from an essential point of view, in order to generate an adequate communication context it is necessary to use the words corresponding to the rituals and pastimes of the receivers' environment.

It is necessary to use universal hollow words together with full words with a high subjective content to generate a communication context. This makes the generation of an empty space possible to deposit fantasies, wishes and illusions.

This empty space needs to fulfill such fantasies, wishes and illusions. Without this empty space there is no true verbal communication.

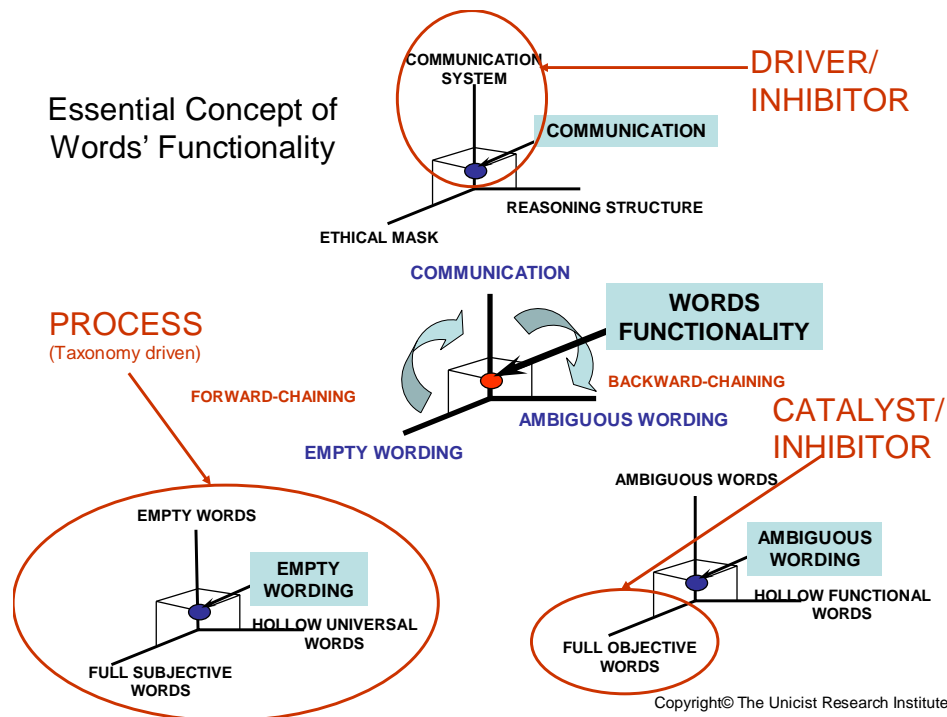
Small talk is a pseudo communication that naturally leads towards the anticonceptual functionality of words and makes talking without establishing a true communication possible.

On the other hand, in the diplomatic world, small talking is the art of generating empty spaces to make a true communication possible.

But when it becomes necessary for an individual to communicate with a reasonable language within the ethical limits of a context, it is necessary to use words that are consistent with the specific activity that is being developed.

In order to do so it becomes necessary to use the words which have functional hollowness to make the integration of the objective driven communication possible. This hollowness must be integrated with full words filled with objective content. This content must be accepted by the parts communicating and integrated with ambiguous

meaning. Ambiguity requires that the parts involved opted for the same functional meaning.



The use of language in maximal and minimum strategies

The natural words to be used to develop activities, which are basic to maximal strategies, are: ambiguous, functional hollow and objective full words. This requires a backward-chaining thinking because the purpose of what is being done has to be understood before entering in a real communication. This implies the need of having experienced the field of action. Therefore, maximal strategies require an “action-thinking/reflection-action” approach. Without a previous conscious experience it is not possible to understand ambiguous, functional hollow and objective full words.

On the other hand, minimum strategies imply the use of different words. Full subjective words (including common sense and plain language), empty and universal hollow words are the way to communicate at this level. The use of these words allows a forward-chaining thinking of the listener and therefore s/he is in control of the situation, which is essential to achieve minimum strategies. In this case, no previous experience is required. It is the natural way to talk about simple operational aspects of reality. Small-talk is the paradigm of this communication.

The type of words an individual uses defines the possibility of developing strategies and specifically maximal and minimum strategies. Common sense and plain language deal with the “here and now” and hinder a strategic approach to reality.



The use of analogies and examples to clarify situations forces individuals to a pre-conceptual approach to reality.

The development in the use of language of individuals not only improves communication but also their reasoning capacity, making the approach to more complex realities possible.

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