



ESTRATTO

# Generative Communication Paradigm. Very simple prolegomena to future design and implementation

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*in A. Metzner (editor), On the Interplay of Images, Imaginaries and Imagination in Science Communication,  
Firenze, Olschki, pp. 87-100*

2023

This paradigm [Generative Communication paradigm] encompasses all those theories and communication techniques that denounce the inadequacy of a hierarchical, transmissive, emulative and mechanistic type of communication, compared to the immense resources present in a society of complexity such as ours, and attempts to radically innovate communication solutions.

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## 1. A NEW PARADIGM FOR COMMUNICATION

The present contribution stems from a number of projects carried out over the years at two research centers. The first is the *Centro Ricerche Applicazione Informatica all 'Analisi dei Testi* (CRAIAT), set up in 1991 at the data center of the University of Florence, and established with support from IBM-SEMEA, IBM Foundation Italy, Italian Ministry of Cultural Heritage and other public and private entities. Today it has become the *Scientia Atque Usus* Research Center for Generative Communication. The second is the Lab Center for Generative Communication, the former CfGC of the University of Florence, with a profile heavily oriented toward innovation consulting.

These research centers collaborate with each other since they have a common vision of the relationship between *Scientia* and *Usus* of innovative science, strongly linked to experimentation of Generative Communication, a new communication paradigm in the process of being defined both nationally and internationally. This paradigm encompasses all those theories and communication techniques that denounce the inadequacy of a hier-archical, transmissive, emulative and mechanistic type of communication, compared to the immense resources present in a society of complexity such as ours, and attempts to radically innovate communication solutions.

Experimentation of innovative solutions has become necessary and this need can be clearly seen in the consequences of conceptions and practices of past communication approaches. It's sufficient to observe the handling of the Covid pandemic and the war in Ukraine.