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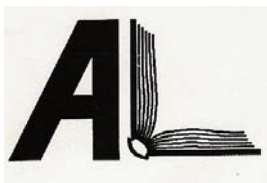
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Kompleksaj lingvistikaj retaĵoj: Nova aliro al lingva esploro (Resumo)

Lingvo ne nur estas retaĵo, sed ankaŭ kompleksaĵo. Pro manko de taŭga esplormetodologio, la tradicia retaĵa bildigo de lingvo estas nenio pli ol metafora interpreto. Tamen, kun la enkonduko de kompleksaj retaĵaj teorioj eblas nun grandskale empirie pristudi lingvajn retaĵojn, kiuj devas esti konstruataj sur solida fono de lingvistikaj teorioj. Samtempe, kompleksa retaĵo, anstataŭ ol esti pritraktata kiel metafora lingvokompreno, devus esti plene eluzata kiel efika kaj taŭga aliro en lingvistika esploro. La kvalitoj de kompleksa retaĵo ne nur reflektas stilajn kaj tipologiajn trajtojn de lingvoj, sed ankaŭ liveras valorajn rimedojn por distingi lingvojn sur diversaj niveloj. Dum la analizo de sociaj retaĵoj povas malkovri distingajn karakterizaĵojn de lingvaj retaĵoj, kompleksa retaĵa aliro povas aperigi la ĝeneralajn inter lingva sistemo kaj aliaj sistemoj, sociaj aŭ naturaj. Kiel rezulto, la integriĝo de kompleksaj retaĵaj aliroj kaj analizo de socia retaĵo povas grandsignife kontribui al la serĉado de subordigitaj leĝoj kaj kvalitoj de homa lingvo.

Linguistic Complex Networks: A new approach to language exploration (Summary)

Language is not just a network but a complex one. Owing to the lack of appropriate research methodology, the traditional network view of language is no more than a metaphorical comprehension. However, with the introduction of complex network theories, it is now plausible to conduct large-scale empirical study into language networks, which must be constructed upon solid foundations of linguistic theories. At the same time, complex network, instead of being treated as a metaphorical understanding of language, should be fully exploited as an efficient and effective approach in linguistic study. The complex network properties not only reflect the stylistic and typological features of languages, but also provide valuable means to distinguish languages at various levels. While the social network analysis can uncover the distinctive characteristics of language networks, complex network approaches can reveal the generality between linguistic system and other systems, social or natural. As a result, the integration of complex network approaches and social network analysis can contribute significantly to the quest for the underlying laws and properties of human language.

Artificial Intelligence Against Informational Consciousness (Summary)

This paper is dedicated to the EU Parliament, the European Commission, to the research, development and business managements as well as to the general European computer public, to make possible the judgement within the States of the EU for consequences caused by the ignoring, e.g., of the strong artificial intelligence (Grossman, 2011), as not yet reached technology today. Where are the strategies of the future technological and mind-concerning development that should concern the countries of Europe existentially? Today's scholastic and only scientific approaches to this sort of technological development and mind evolution problems are simply inadequate. The project granting the strong artificial intelligence and much more of informational consciousness would lead to the *informational consciousness implementation* as an original, real creative European scientific, technological, academic, intellectual and business undertaking.

The paper describes the arriving, the probable and the inevitable, emerging through the exponential technological development, particularly the informational one (IT), and by the new concepts of Kurzweil's singularity of the strong artificial intelligence (AI) on the one side and by the recursiveness of author's informational consciousness (IC) on the other. First, in Fig. 1, the informational dependence of the informational, the meaningful and the conscious is shown, stressing the hypothesis that the informational and the meaningful, in a strict informationally oriented sense, belong actually to the conscious. A comparison between the criteria of Kurzweil's strong AI (Paragraphs 1.–6.) and recursiveness of the author's IC (Paragraphs 1°–6°) is made, namely by subparagraphs, named as *Exponential and Considerable Growth of IT Processor Complexity* [°as a Condition for the IC Implementation by the Computer], *Methodology of Strong AI* [°IC], *Functional Efficiency* [°IC], *Changes of Social Circumstances and Views Concerning Results of the New IT* [°together with IC], *Changes in Views Concerning the Consciousness, World and Cosmos*, and *Essential Development of Machine Intelligence* [°Essential Development of IC in Man and Machine] (Železnikar 2010, 2011a). Fig.2 represents a complete graph in which the components of Kurzweil's AI and Železnikar's IC are diagonally compared and confronted. In Fig. 3, a case of structure and organization concerning creativeness, within the IC system is presented. Components of the complete graph concerning Creativeness are shown with altogether 36 named nodes and their potentially unbound, no named connections yet. The 36 English terms of nodes, listed in the opposite direction of the clock pointer, concerning *properties*, are the following: Creativeness, with the first segment, named as *General Properties of Creativity—Talentedness* (Intentionalness, Sensitiveness, Motivationalness, Cognitiveness, Emotionalness, Aspirationalness, Homeostaticness, Excitedness, Challengingness, Metaphysicalness, Mysticalness, Hiddenness, Nonepigoniness, Nonscholasticness, Nondoctrinalness, Noneclecticism, Objectiveness) and with the second segment, named as *Special Properties of Creativity—Genius Likeness* (Concentrativeness, Intuitiveness, Transcendentalness, Originalness, Conceptualness, Inventiveness, Innovativeness, Constitutiveness, Ambitiousness, Reflectiveness, Hypothesizingness, Theorizingness, Approvingness, Correctness, Meditativeness, Understandingness, Interpretiveness, Inspirationalness). The suffix *-ness* (-heit, -keit) for named nodes is used consequently to express explicitly the feature of *properness*. In the paper conclusion, the necessary American and European confrontation between AI and IC is stressed, maybe, to enable and put into implementation a corresponding an authentic EU project of the challenging research and technology of the IC.

Several innovative ways of marketing fight for high-tech and research organizations (Summary)

The article is devoted to high-tech marketing promotion and design organizations, which are often neglected because of advertising is not as explicit dependence on the success of fame, as for example the organization involved in trading or selling to final consumers. Another common mistake is not to consider their professional characteristics that change the orientation of the promoters, put more emphasis in the work, and make significant adjustments in marketing strategy.

The article consists of two subsections - Improving the scientific image of the organization as a means of increasing customer loyalty in B2B. This section addresses the issues and the correct filing date guide dissemination of information about the organization. The second section - referred to as the training of employees - not just their own business, and the factor of competition. This section deals with the main difference in the promotion strategy for an organization whose performance and reputation depend on the level of education of employees.

Pri la komunikadteorio de Schulz von Thun (Resumo)

Temas pri plilarĝigite reverkita teksto "Pri la komunikadteorio de Schulz von Thun", kiu aperis ILO-lingve en la AIS-konferenclibro "Kommunikado, kreivo, scienca esploro en la didaktika profesio - Internacia scienca konferenco", Sibiu 2011.

Se oni legas komence la unuan volumon de "Miteinander reden" ("Paroli unu kun alia") oni trovas enkondukadon en la treege rekomenditan nocion "sciigo-kvadrato". Baldaŭ la leganto dubas, ĉu li komplete komprenas la aplikadekzemplojn. Pro kio? Mankas en la unua volumo du rilatoj: la rilato al la komplekseco de la *komunikadsituacio* kaj la rilato al la komplekseco de la *homa psiko*. Solvopropono: La komunikadteorio de Schulz von Thun estas klarigata per vidigo de ties sistema komenco (jam videbla je la difino de la komunikadsituacio) kaj de aliigita sinsekvo de la teori-brukoj: <la kompleta komunikadsituacio – la interna teamo ("team") – la sendanto/ricevanto- modelo – la nocio d'akordeco – la sciigo-kvadrato – cirkloforma komunikado – la valoro-kvadrato>.