



BIG energy seminar series

Addressing the scale and complexity of the global energy challenge.



"Engineering Communication for Resilience in the Face of Controversy"

Jean Goodwin

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Date: Monday Apr 22nd 12:00-1:30 PM

Location: UMC Gallery

Abstract:

Since the time of the ancient Greeks, people seeking to change behaviors and policies have looked to communication experts to help them engineer persuasion. Contemporary social scientific research has been very successful in developing knowledge about how to make communication strong. Nevertheless, sound science still often goes unheard when it gets caught up in the apparently intractable and frequently heated controversies characteristic of democratic decision-making. This talk draws from the humanistic traditions of rhetoric to propose a general approach to persuasion that can be resilient against the disturbances of disagreement and controversy.

Biosketch:

Having started her education with degrees in mathematics and in law from the University of Chicago, she took her PhD with an emphasis in rhetoric at the University of Wisconsin-Madison. In a series of essays in argumentation theory she has examined how people who disagree, perhaps deeply, can nevertheless manage to coordinate their interactions and exchange good reasons with each other. More recently, her work has turned to look at ways that scientists can communicate appropriately and effectively in the often heated contexts of policy controversies.

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