

## Chapter 49

# “E–Culture System”: A New Infonomic and Symbionomic Technical Resource to Serve the Intercultural Communication

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### ABSTRACT

*This chapter presents the results obtained by the International Institute Galileo Galilei (IIGG), a research unit of Fundaringenio, within the framework of the research project developed in 2009 that consists of the design of a basic model of “e-culture system” that can promote and disseminate world cultures, including Santiago del Estero’s culture (the culture of a northwestern region of Argentina). Culture as a complex phenomenon is studied from the Systemic Paradigm, which is optimized by the transdisciplinary features that allow the concurrence of other complementary perspectives. The methodic process consists of the systemic modelling process and the retroprospective methodology. This process begins with the conception of the Meta Model to be achieved; the Existed Model is built in relation to its past and history. After that, the Existing Model is developed in relation to its present. Each one corresponding to the different scenarios of the events, and they are the basis of the features of “santiagueñidad.” From these, an Operative Model is designed and adapted. The authors present the validation of an operative model, through analogy simulation using the technique of syntegegration for the processing of empirical evidence, collected from a statistical sample selected for this purpose. The results confirm the selected features of “santiagueña” culture and the generation of a more general and comprehensive model that could be of value to other cultures and instrumental applications such as in large organizations or companies.*

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## **INTRODUCTION**

The Argentinean Foundation for Talent and Ingenuity (FundArIngenio) is a non-formal higher-education research unit in permanent connection with universities and other educational institutions in the world. Composed of a group of academic people sharing the aim of looking beyond the horizon, this autonomous foundation with legal status was set up in 2005. Our main objective is to discuss and propound new paradigms and trans-paradigmatic processes. We also focus on studies about Cybernetics, Systemic, Complexity, Informatics, as well as their various derivations and impacts.

We are interested in communicating our achievements regarding a very complex issue: the culture of Santiago del Estero, a community under way. This challenge was taken on in 2005 and now we are in the position to report how and how much we have moved forward.

We have inherited a civilizing message that distinguishes and differentiates our community from the communities in the world. We are academic and universal, and as such we need to witness such inheritance in order to increase, refresh and launch it into the future with creativity, innovation, excellence, efficiency, effectiveness, and on an ethical as well as aesthetical basis. Our goal is not only to promote research, knowledge transmission and testimonial teaching in order to foster original and creative thinking in our province, Santiago del Estero, Argentina, but also to be a link with global thinking, in other words, to think globally and act locally. It is a two-way bridge with different tracks towards a trans-generational change.

## **THE SELECTED PROBLEM AND VIEWPOINT OF DEALING WITH IT**

From the twentieth century humanity went through different fields of knowledge. Understanding the current complex and hyper complex reality necessarily implies to replace the classical reductionist strategy to other more holistic approaches and methodologies. The simplification of the complex reality generate difficulties, i.e. to see the items separately can create an illusion of order and control, but fails to understand reality as a whole, and still less to capture the dynamics of interactions and apparent disorder (Le Moigne, 2012; Llamazares, 2011; Morin, 1998; Mulej, 2009). This way of observing requires certain transition between paradigms which are just theoretical statements but mainly ways of thinking that generate a better attitude to comprehend and eventually understand complexity. Systemic, as the science that studies concrete and abstract systems, provides dimensions of thought, reflection, meditation and action. It allows in general recognizing and understanding objects in their context more clearly. We taken into account Mulej's ideas that state that in a globalised and innovative society, human survival and the success of their organizations rely on *holistic observation, understanding, thinking, decision-making and action*. Thus, System Theory is not applied for a better and deeper description of its components and relationships seen from a unique point of view *but from a creative and innovative interdisciplinary creation* (Mulej, 2012).

The future lies in the symbiosis between human beings and the artifacts- conceptual or concrete- that they produce. During this process Symbiosis means articulation of the natural with the artificial, of arts with technology, of culture and civilization in a coherent whole. A new human being of the future implies new political, ecological, economic and cultural approaches (De Rosnay, 1996; De Rosnay, 2007). We directed our studies towards issues that may happen beyond the present.

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