



Switch My Mind -SMM: The Method to Ratio-Humanication Skills

Code of ethics in interpersonal, professional and intercultural discourse to achieve a quantum leap in education and society & an instrument for the realization of the UNESCO universal declaration on bioethics and human rights

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The present lecture introduces an interdisciplinary and multicultural model which will expose the principles of human existence and its essential humanity. That model unifies speakers of world languages in terms of ethics, thought and speech throughout various circles of dialogue, including electronic means of communication and the Internet. The model to be presented holds an explanation and an answer to the question of slander, incitement and the phenomenon of shaming. The theoretical both practical model comprises the missing link for the implementation of the UNESCO Universal Declaration on Ethics and Human Rights. These findings are based on many years of research with several milestones:

A multidisciplinary research among 12 speakers of world languages has exposed the universal aspect of human discourse. **Cooperation with a Neurophysiologist**, has led to mapping the patterns of discourse and their affinity to the centers of the conscious and the unconscious brain. In turn, due to that process of mapping, the Switch My Mind (SMM) Method was developed. That conception was upheld by means of MRI and by mapping the Isotopic brain.

The findings were compared to the biblical text: that research revealed within the Bible '**A Model of Layers of Memory (Babel-Tower)**' The biblical model was explored by the New-Testament, the Koran, Buddhism and I Ching, wherefore invaluable light was cast on its tremendous contribution to the unification of people, languages, sciences and national heritages. **Conclusions deriving:**

- 1) **Presentation of the SMM method** for the realization of UNESCO's universal principles of bioethics and human rights.
- 2) **Presentation of the findings and results** from an experiment of applying the SMM method onto the community.
- 3) **Planned courses and an Internet forum for providing existential ethics to the community**, on the website of The International Center for Health and Ethics at Haifa University.
- 4) **A planned conference on the topic**: Ethics in the personal, public, multicultural and Internet discourse.
- 5) **Presentation of a multicultural vision** - Education for humane Ethics existence.

Dr .Liora Weinbach is a Sociolinguist that development the 'Switch My Mind - SMM' Method to realize Ratio-Humanication Skills. Head of the unit for ethics in thought, language and action At the Interdisciplinary Center for Health, Law and Ethics at Haifa University .
The author of 'The Code of Speech' and a series of didactic dictionaries for learning Hebrew published in nine languages and currently in use across the globe.

The theoretical and practical SMM Method was demonstrated in academic and non-academic frameworks:

Tel-Aviv University ,School of Education and Department of Film and Television.

Bar-Ilan University ,M.A .Faculty of Law Program in Conflict Management and Mediation

Prime Minister's Office ,Shefa Project for Jewish Education in the Soviet Union.

MAHUT ,Ministry of Education ,National Multi-Organizational Center for Parent Teacher Cooperation in Education.