



Elizabeth Stokoe

The Conversation Analytic Role-play Method

In this lecture, I will describe the basics of conversation analysis and an analogy I have recently been using to understand our interactional encounters: *the conversational racetrack*. I will describe an application of conversation analysis and the evolution of CARM, the Conversation Analytic Role-play Method. CARM is an approach to communication training that can be adapted to any sort of workplace or institutional encounter. In contrast to traditional role-playing techniques, which have shown to differ from the actual encounters they seek to mimic and provide practice for (Stokoe, 2013), CARM uses animated audio- and video-recordings of real-time, actual encounters as the basis of its training technique. It is, first and foremost, an approach based on conversation analytic evidence about the sorts of problems and roadblocks can occur in interaction, as well as the techniques and strategies that best resolve these problems. These practices are identified by analysing the endogenous practices of people as they do their communicative work. I will describe CARM's distinctive practices and steps, pathways to professional accreditation, and subsequent impact in professional development across organizations. I will also explain how to use evidence from the 'natural experiments' of conversation to discover what works in written forms of communication, which underpins a 'CARM-Text' strand of work. CARM provides a unique opportunity to discuss and evaluate, in slow motion, actual talk as people do their jobs. It also provides an evidence base for making decisions about effective practice and communication policy in organizations.