# The 70th Annual

# Alfred Korzybski Memorial Lecture

and the

## Ecologies of Mind, Media, and Meaning Symposium

October 7th-9th, 2022

The Players
New York City

Sponsored by the

# Institute of General Semantics

Co-sponsored by the

## New York Society for General Semantics

## Media Ecology Association

## International Bateson Institute

and the

## 404 Festival of Art and Technology

# The Alfred Korzybski Memorial Lecturers

2021  Siva Vaidhyanathan

2020  Corey Anton

2019  Nadine Strossen

2018  Lance Strate

2017  Terence P. Moran

2016  Iain McGilchrist

2015  Andrew Keen

2014  Jack El-Hai

2013  Terrence Deacon

2012  Shawn Lawrence Otto

2011  Sherry Turkle

2010  Deborah Tannen

2009  Mary Catherine Bateson

2008  Douglas Rushkoff

2007  Leonard Shlain

2006  Renee Hobbs

2005  Robert L. Carneiro

2003  Sanford I. Berman

2002  J. Allan Hobson

2001  Lou Marinoff

2000  Robert P. Pula

1999  Ellen J. Langer

1998  Theodore R. Sizer

1997  Robert Anton Wilson

1996  Mihaly Csikszentmihalyi

1995  Nicholas Johnson

1994  Lotfi A. Zadeh

1993  William Lutz

1992  Steve Allen

1991  Albert Ellis

1990  Warren M. Robbins

1989  William V. Haney

1988  Jerome Bruner

1987  Richard W. Paul

1986  George F. F. Lombard

1985  Russell Meyers

1984  Karl H. Pribram

1983  Allen Walker Read

1982  Robert R. Blake & Jane Srygley Mouton (Co-Presenters)

1981  Thomas Sebeok

1980  Barbara Morgan

1979  Don Fabun

1978  Elwood Murray

1977  Ben Bova

1976  Roger W. Wescott

1975  Harley C. Shands

1974  Kenneth G. Johnson & Neil Postman

1973  J. Samuel Bois, Elton S. Carter & Walter Probert

1972  George Steiner

1971  Henry Margenau

1970  Gregory Bateson

1969  Lancelot Law Whyte

1968  Alastair M. Taylor

1967  J. Bronowski

1966  Alvin M. Weinberg

1965  Henry Lee Smith, Jr.

1964  Joost A. M. Meerloo

1963  Henri Laborit

1962  Harold G. Cassidy

1961  Robert R. Blake

1960  Warren S. McCullough

1959  Charles M. Pomerat, William J. Fry & James A. Van Allen

1958  Russell Meyers

1957  Abraham Maslow

1956  Clyde Kluckhohn

1955  R. Buckminster Fuller

1954  F. S. C. Northrop

1953  F. J. Roethlisberger

1952  William Vogt & Ashley Montagu

The Trustees of the Institute of General Semantics

Proudly Present

The 2021 Samuel I. Hayakawa Book Prize to

# Carolyn Wiebe and Susan Maushart

for

# *The Genes of Culture:*

*Towards a Theory of Symbols, Meaning and Media*

*Volumes One and Two*

*By Christine L. Nystrom*

**October 7th, 2022**

The Trustees of the Institute of General Semantics

Proudly Present

The 2021 Sanford Berman Award to

# Jermaine Martinez

### In Recognition of his

### Continuing Excellence

### In Teaching General Semantics

**October 7th, 2022**

The Trustees of the Institute of General Semantics

Proudly Present

The 2021 J. Talbot Winchell Award to


# Lance Strate


In Recognition of his

Indispensable Contributions,

Accomplishments and Time-Binding Efforts in

Service to

the Field of General Semantics


October 7th, 2022

## Friday October 7th, 2022

5:00 PM    Check-In and Reception

6:00 PM    Musical Performance by the Antonio Simone Trio

7:00 PM    Dinner

8:00 PM    **The 70th Annual Alfred Korzybski Memorial Lecture**

Welcoming Remarks
  **Lance Strate**, President, Institute of General Semantics

Presentation of the S.I. Hayakawa Prize
  **Eva Berger**, Secretary, Institute of General Semantics

Presentation of the Sanford I. Berman Award
  **Corey Anton**, Vice-President, Institute of General Semantics

Presentation of the J. Talbot Winchell Award
  **Thom Gencarelli**, Treasurer, Institute of General Semantics

Introduction of the Alfred Korzybski Memorial Lecture
  **Lance Strate**, President, Institute of General Semantics

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# "Black Hole Survival Guide"

# **Janna Levin**
## Columbia University

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# Saturday October 8th, 2022

8:00-9:00 AM       Check-In and Breakfast Reception

9:00 -10:15 AM     *Paradox Lost*
     Moderator: **Lance Strate**, Fordham University

"Exploring GS Principles Implied in Chantal Mouffe's Politics/The Political Distinction: How General Semantics can Contribute to an Agonistic Pluralism"
**Jermaine Martinez**, Northern Arizona University

"General Semantics and Politics"
**Corey Anton**, Grand Valley State University

"The Voice of the Messiah: Media Environments and Power in *Dune*"
**Michael Quinn**, Manhattan College

"Didascalia"
**Gina Valenti**, Universidad Nacional de Rosario

10:30-11:45 AM     *Culture and Commitment*
     Moderator: **Eva Berger**, College of Management and Academic Studies

"Following the Line"
**Ellen Wetmore**, University of Massachusetts Lowell

"General Semantics and Sex"
**Valerie V. Peterson**, Grand Valley State University

"'Dropping the H-bomb': Marriage, Language and Queering the Normative"
**Sharif Mowlabocus**, Fordham University

"Language and the Law of Incitement, Insurrection and Other Crimes and Misdemeanors"
**Susan Drucker**, Hofstra University, & **Gary Gumpert**, Urban Communication Foundation

12:00-1:00 PM     Lunch Break

1:00-2:15 PM          *Science and Sanity*
          Moderator: **Laura Trujillo Liñan**, Universidad Panamericana

"The Myth of Scientific Objectivity"
**Ashwin Vaidya**, Montclair State University

"Mind the Methods: A Cautionary History of Finding and Losing Our Minds to Brain Mapping"
**Najmeh Khalili-Mahani**, Concordia University

"Time is Not Space: Metaphor, Metaphysics, and Cybernetics"
**Lance Strate**, Fordham University

"Towards 'Living' Data"
**Anni Garza Lau**, Centro Nacional de las Artes and the SAE Institute, Mexico City

2:30-3:45 PM          *Mind and Nature*
          Moderator: **Corey Anton**, Grand Valley State University

"A Blessing in Disguise?: Aphantasia and Abstraction in a Hyper-Visual World"
**Eva Berger**, College of Management and Academic Studies

"'Why Do Things Have Outlines?': Batesonian Notes on Creativity and the Human Condition"
**Paolo Granata**, University of Toronto

"Stamp Out Nouns!"
**Stephen Nachmanovitch**, International Bateson Institute

"Homing: The Work of Jason Ferguson and Matt Kenyon"
**Jason J. Ferguson**, Eastern Michigan University, and **Matt Kenyon**, State University of New York at Buffalo

# Sunday October 9th, 2022

8:00-9:00 AM       Check-In and Breakfast Reception

9:00 -10:15 AM       *The Genes of Culture*
        Moderator: **Michael Plugh**, Manhattan College

"Evaluating Cultural Failures Through an Indological Lens to General Semantics–The Story of Dhritarashtra: *The Mahabharata*"
**Sthitipragnya Dash**, Independent Scholar

"Pundits and Wags in Matters-Pulchritudinous Get Flummoxed By 'To Be'"
**Tim Lyons**, Independent Scholar

"Media and Memory"
**Thom Gencarelli**, Manhattan College

"Fast Food and Fake Sculpture"
**Jeffu Warmouth**, Fitchburg State University

10:30 AM-11:45       *Angels Fear*
Moderator: **Teresa Manzella**, New York Society for General Semantics

"New Ways to Express Feelings Through Social Media"
**Laura Trujillo Liñan**, Universidad Panamericana

"Errancy, Error and Serendipity as Creative Methodology"
**Jean-Philippe Côté**, Collège Édouard-Montpetit

"Death as Life's Picture Frame"
**Joshua Clements**, Abraham Baldwin Agricultural College

"Hotter and Drier: Visualizing and Sonifying Climate Data"
**Yoon Chung Han**, San Jose State University

12:00 -1:15 PM     *Ecologies of Mind, Media, and Meaning*
Moderator: **Thom Gencarelli**, , Manhattan College

"George Herbert Mead and Alfred Korzybski: Inside-Out, Culture, Communication, Action and Interaction"
**Teresa Manzella**, New York Society for General Semantics

"Report on the Ecolinguistics Project in Ukraine"
**Igor Korolyov**, Taras Shevchenko National University of Kyiv

"Alas, Poor Yorick"
**David Clark**, Nova Scotia College of Art and Design

"In the sh[e]llow, the sh[e]llow sh[e]llow": A Media Ecological and General Semanticist Investigation *of Marcel the Shell with Shoes On"*
**Adeena Karasick**, Pratt Institute

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## The Map Is Not The Territory



## The Word Is Not The Thing

# About the Participants

**Corey Anton** is Professor of Communication Studies at Grand Valley State University and a Fellow of the International Communicology Institute. He is author of *Selfhood and Authenticity* (2001, SUNY Press), *Sources of Significance: Worldly Rejuvenation and Neo-Stoic Heroism* (2010, Purdue University Press), *Communication Uncovered: General Semantics and Media Ecology* (2010, IGS), and *How Non-being Haunts Being: On Possibilities, Morality, and Death Acceptance* (2020, Fairleigh Dickinson University Press). He is the editor of *Valuation and Media Ecology: Ethics, Morals, and Laws* (2010, Hampton Press), and the co-editor, along with Lance Strate, of the collection *Korzybski And...* (2012, IGS), and co-editor, along with Robert K. Logan and Lance Strate, of the collection, *Taking Up McLuhan's Cause* (2017, Intellect). Past Editor of the journal *Explorations in Media Ecology* and Past President of the Media Ecology Association, Anton currently serves as Vice-President of the Institute of General Semantics, and on the editorial boards of *The Atlantic Journal of Communication, ETC,* and *Explorations in Media Ecology.*

**Eva Berger** is a Professor of Media Studies at COMAS in Israel. She serves as Secretary of the Institute of General Semantics. She is co-author of *The Communication Panacea: Pediatrics and General Semantics.* She holds a Ph.D. in Media Ecology from New York University. She is the author of, *Context Blindness: Digital Technology and the Next Stage of Human Evolution* (2022, Peter Lang).

**David Clark** is a media artist known for his 'feature-length' net art projects *A is for Apple* and *88 Constellations for Wittgenstein.* He has an MFA in Sculpture from the School of the Art Institute of Chicago and has also studied at The Whitney Program, the Canadian Film Centre, and the ITP program at NYU. He has had recent exhibitions at the Canadian Embassy in Berlin, the Biennale Nationale de Sculpture Contemporaine in Trois-Rivières. He has shown his work at the Sundance Film Festival, SIGGRAPH, the 2012 Winter Olympics, and the Museum of Moving Images in New York. He has won top prizes at the FILE Festival in Sao Paulo, the SXSW Interactive Festival in Austin, and the Atlantic Film Festival in Halifax. In 2011 he won the Lt. Governor of Nova Scotia Masterworks Award. He produces an experimental spoken-word radio show called *Nothing to See Here* and is a Professor in Expanded Media at NSCAD University in Halifax. His work can be seen at www.chemicalpictures.net.

**Joshua Clements** serves as the Tutoring Services Coordinator at Abraham Baldwin Agricultural College in Tifton, Georgia. He also teaches communication and public speaking courses. He lives near Tifton with his wife and two children, and enjoys traveling, playing guitar, and writing.

**Jean-Philippe Côté** is an artist based in Montréal (Québec, Canada). His visual and interactive work is always driven by algorithms. Using open source software and pieces of "obsolete" hardware, he puts together interactive installations that bring back a sense of tangibility to this otherwise artificial, virtual and augmented world of ours. Jean-Philippe leverages his early years as an award-winning developer to devise algorithmic approaches to creating art and re-shaping reality. This makes him a respected contributor to the open source community, especially in the fields of creative coding and physical computing. His subject of choice is the human body which he often draws using

micro or macro line segments. While figurative, his work challenges perception. The viewer's brain is asked to fill in the gaps and one often needs to change his point of view to fully appreciate the work.

**Sthitipragnya Dash** is a graduate in economics and a postgraduate in journalism and mass communication from the University of Mumbai. Currently she works as a senior news curator with Scroll, which is an award winning Indian origin political and cultural daily website handling the UK editorial desk. She is a visiting faculty member at Hinduja College, University of Mumbai where she teaches public relations and communication theory to post graduate students. She holds an M.Phil degree in Central Eurasian studies from the University of Mumbai. She has presented her pre-doctoral thesis at Oxford Brookes University. Her core area of interest has been in international relations, Indology, communications, general semantics, economics and leadership management.

**Susan J. Drucker** (Juris Doctor, St. John's University) is a Distinguished Professor of Journalism in the Department of Journalism/Media Studies, School of Communication, Hofstra University, and a Trustee of the Institute of General Semantics. She is an attorney, and treasurer of the Urban Communication Foundation. She is the author and editor of 13 books and over 150 articles and book chapters including two volumes of the *Urban Communication Reader*, *Regulating Convergence* (Peter Lang, 2010), *Voices in the Street: Gender, Media and Public Space* and *two editions of Real Law @ Virtual Space: The Regulation of Cyberspace (1999, 2005)*, and *Regulating Social Media: Legal and Ethical Considerations* (2013) with Gary Gumpert. She co-edited *Urban Communication Regulations: Communication Freedoms and Limits* (Lang, 2018). Her latest book is *Fake News: Real Issues in Modern Communication* with Russell Chun (Peter Lang, 2020). She received the Walter J. Ong Award for Career Achievement in Scholarship from the Media Ecology Association in 2018. Her work examines the relationship between media technology and human factors, particularly as viewed from a legal perspective.

**Jason J. Ferguson** uses humor, the uncanny, and an absurdist voice to create public interventions, performance works, videos, and sculptural objects. Ferguson's psychologically charged installations have been said to raise issues of artistic control, consciousness, and mortality. In his work private space becomes public, the ethereal becomes tangible, and the obvious becomes obscure. Ferguson has exhibited internationally including exhibitions in Tokyo, Hong Kong, Berlin, São Paulo, and Tirana; as well as nationally in Brooklyn, Chicago, Philadelphia, Baltimore, Kansas City, Cincinnati, and Detroit. Notable venues include the Museum of Contemporary Art Detroit (MoCAD), the Delaware Contemporary, the Institute of Contemporary Art Philadelphia, Brooklyn's BRIC, and the International Museum of Surgical Science in Chicago. He was an Artist in Residence at Elsewhere Artist Collaborative in 2007 and Kunst in Kolderveen, the Netherlands in 2008. Ferguson speaks widely about his work through public lectures and events. He has been featured in a variety of publications including SCULPTURE Magazine, Hyperallergic, SciArt Magazine, Artifizz, the Chicago Art Review, the 3D Additivist Cookbook, among others. Jason currently resides in Michigan where he is a Professor in the School of Art & Design at Eastern Michigan University.

**Anni Garza Lau** is a transdisciplinary artist and programmer who lives and works in

Mexico City. Her practice focuses on questioning the use of technological devices in everyday life and its effects on the development of identity, privacy, social behavior and the perception of reality. Through the appropriation and design of interactive physical and digital interfaces, as well as textiles, drawing, video and performance, her artworks provide disruptive experiences to the audience, thus promoting dialogues between art, science, culture, technology and humanity. She is particularly interested in the speculative design of futures and the development of a posthuman identity.

**Thom Gencarelli**, Ph.D. (NYU, 1993) is Professor and the founding Chair of the Communication Department at Manhattan College in Riverdale, New York. Thom is a member of the Board of Trustees and Treasurer of the Institute of General Semantics and the current Editor of *ETC: A Review of General Semantics*.  He is also the Treasurer of the New York Society for General Semantics and a Past President of the Media Ecology Association, the New York State Communication Association, and the New Jersey Communication Association (twice).  He is co-editor (with Brian Cogan) of the anthology *Baby Boomers and Popular Culture: An Inquiry into America's Most Powerful Generation* (ABC-Clio/ Praeger, 2014) and is currently at work on a book entitled *Raising Digital Kids: An Owner's Manual.*  Thom is also a songwriter, musician, and music producer, and has released three album-length works with his ensemble bluerace, *World is Ready* (2009), *Beautiful Sky* (2013), and *Mistral* (2019).  The group is presently at work on their fourth album.

**Paolo Granata** is an educator, innovator, and a cross-disciplinary media scholar. Over 20-year academic career in research, teaching, and public engagement, he has held positions at the University of Bologna, the Academy of Fine Arts in Bologna and Turin, and recently at the University of Toronto. In 2019 he founded the Media Ethics Lab <www.mediaethics.ca>, a research hub that studies the ways that digital media practices and emerging technologies are marked by ethical issues and decisive political, societal, and cultural questions. Serving since 2018 as a board member of the Executive Committee at the Canadian Commission for UNESCO, his advocacy efforts are focused on digital equity and digital sustainability, to explore the potential that information and communication technologies hold for enacting positive social change.

**Gary Gumpert** (Ph.D, Wayne State University) is Emeritus Professor of Communication at Queens College of the City University of New York and President of the Urban Communication Foundation. His creative career as a television director and academic career as a scholar spans over 60 years. He is series editor of the Urban Communication Series for Peter Lang Publishing. He has authored and edited books include *Talking Tombstones and Other Tales of the Media Age* (Oxford University Press), *The Urban Communication Reader* (Hampton Press), *Regulating Convergence* and *Regulating Social Media: Legal and Ethical Considerations* (Peter Lang*).* He was the recipient of the Media Ecology Neil Postman Award for Career Achievement in Public Intellectual Activity. His primary research and theory agenda focuses on the impact of communication technology upon social and urban space.

**Yoon Chung Han** is an interaction designer, multimedia artist, and researcher. Her research includes data visualization, biometric data visualization and sonification, new interface for musical expression, and mobile user experience design. She studied Graphic Design and Interaction Design at Seoul National University (under Prof.

Suzung Kim), and achieved two Masters degrees at SNU and Design|Media Arts in UCLA (under Prof. Casey Reas). She was a graduate student researcher and teaching assistant at Experimental Visualization Lab under Prof. George Legrady, and a Visiting Researcher/PhD Student at the SENSEable City Lab in MIT in Cambridge, MA. She taught interaction design and computer programming for artists and designers at the Academy of Art University, University of San Francisco and California State University, Fullerton. She recently completed her PhD at the Media Arts and Technology, UC Santa Barbara. Currently she is an Assistant Professor in Graphic Design at the Department of Design in the San Jose State University.

**Adeena Karasick**, Ph.D, is a New York based poet, performer, cultural theorist and media artist and the author of 12 books of poetry and poetics. Her Kabbalistically inflected, urban, Jewish feminist mashups have been described as "electricity in language" (Nicole Brossard), "proto-ecstatic jet-propulsive word torsion" (George Quasha), noted for their "cross-fertilization of punning and knowing, theatre and theory" (Charles Bernstein) "a twined virtuosity of mind and ear which leaves the reader deliciously lost in Karasick's signature 'syllabic labyrinth'" (Craig Dworkin); "demonstrating how desire flows through language, an unstoppable flood of allusion (both literary and pop-cultural), word-play, and extravagant and outrageous sound-work." (Mark Scroggins). Most recently is *Massaging the Medium*: *7 Pechakuchas*, (The Institute of General Semantics Language in Action series, 2022), *Checking In* (Talonbooks, 2018) and *Salomé: Woman of Valor* (University of Padova Press, Italy, 2017), the libretto for her Spoken Word opera; *Salomé: Woman of Valor CD*, (NuJu Records, 2020), and *Salomé Birangona,* translation into Bengali (Boibhashik Prokashoni Press, Kolkata, 2020). Karasick teaches Literature and Critical Theory for the Humanities and Media Studies Dept. at Pratt Institute, is Poetry Editor for *Explorations in Media Ecology*, Associate International Editor of *New Explorations: Studies in Culture and Communication*, 2021 Andrew W. Mellon Foundation Award recipient and winner of the Voce Donna Italia award for her contributions to feminist thinking. The "Adeena Karasick Archive" is established at Special Collections, Simon Fraser University.

**Matt Kenyon** is a new media artist and designer. Kenyon's work has been exhibited nationally and internationally in such venues as the Museum of Modern Art, New York, MOCAD Detroit, Science Gallery Dublin, Centre de Cultura Contemporània de Barcelona, and the International Print Center. He is a TED Fellow, a MacDowell Fellow, and his work has been awarded the FILE Prix Lux. His work has been featured in *The New York Times*, *Wired*, and *Gizmodo*, and has also appeared in edited volumes such as *A Touch of Code* (Gestalten Press) and *Adversarial Design* (MIT Press). He lives and works in Buffalo, New York, where he is an Associate Professor in the Department of Art at the University at Buffalo, and part of PLATFORM, UB's socially engaged design studio.

**Najmeh Khalili-Mahani** is an interdisciplinary researcher, and the founder of Media Health Lab (https://media-health.com) at Concordia University in Montreal, Quebec (Canada). Studies in the Media Health Lab take a media ecological approach to studying the implications and applications of information and communication technologies (ICTs), designed to 'de-stress' older adults and those with chronic health conditions in search of assistive technologies. Najmeh received two Masters in Biomedical

Engineering (McGill University, 2001), and Film Studies (Concordia University, 2008) and her PhD in Neuroscience at Montreal Neurological Institute (2008, McGill University,), focusing on neural correlates of psychosocial stress. She has done extensive work in pharmacological neuroimaging (Leiden University, The Netherlands), and is involved in both qualitative and quantitative research studies related to coping with chronic pain.

**Igor Korolyov** is Professor of Polish Studies, Head of the Center for Baltic Studies, and the Educational and Scientific Institute of Philology at Taras Shevchenko National University of Kyiv in Ukraine. He is the Scientific Supervisor of the research project "Ecolinguistic Modes of Ukrainian Discursive Space in the European Multicultural Continuum" supported by the National Research Foundation of Ukraine.

**Janna Levin** is the Claire Tow Professor of Physics and Astronomy at Barnard College of Columbia University. She is also the Founding Director of Sciences at <u>Pioneer Works</u>, a cultural center in Brooklyn, and the editor-in-chief of the virtual magazine, Pioneer Works Broadcast, which publishes across disciplines from art to science. She has contributed to an understanding of black holes, the early universe, chaos, and the shape of the universe. Her books include *How the Universe Got Its Spots*, *Black Hole Blues,* and a novel, *A Madman Dreams of Turing Machines*, which won several prominent prizes for fiction. Her latest book is *Black Hole Survival Guide*.

**Tim Lyons** is an independent scholar and unaffiliated writer-at-large, having recently retired after working for 31 years as an Instructor in Rhetoric and Composition at the University of Colorado in Boulder.

**Teresa Manzella**, is the Vice President of the New York Society General Semantics. Her post graduate studies include doctoral training in media ecology, and general semantics with Neil Postman at New York University, and in sociology with Peter Rossi at the Social and Demographic Research Institute, at the University of Massachusetts, Amherst. A former teacher she taught in both the Communication and the Sociology Departments at Nassau Community College, Garden City, N.Y. With a primary interest in team building, organizational behavior, and person job-fit, she transitioned into the business arena providing over three decades of hands-on experience in Training and Development, Career Counseling and Coaching for several corporations, including: Citibank, Chemical, and was hired to start and implement the Career Services Department for J.P. Morgan/Chase, which resulted in the hiring of 18 Professionals and 4 support staff. In the not-for-profit area she was Director of Team Building for the MTA. She designed, developed, and continued to facilitate the Career and Life Design, Practical Creativity, and Entrepreneurs Group at The Unitarian Universalist Church of All Souls NYC, for twenty years.

**Jermaine Martinez** received his PhD in Speech Communication from the University of Illinois Urbana-Champaign in 2016. Dr. Martinez began teaching in 2001 as a graduate instructor at Illinois State University. He is currently Associate Teaching Professor at Northern Arizona University. His teaching interests are: rhetorical criticism, communication theory, communication philosophy, media ecology, public speaking, interpersonal communication, rhetorical theory, rhetoric of moods, emotions, mental illness.

**Sharif Mowlabocus** is an Associate Professor in the Department of Communication and Media Studies at Fordham University. Prior to joining Fordham in 2019, he was a member of faculty at the University of Sussex, UK. Dr Mowlabocus's research sits at the intersection of sexuality studies and media studies. His first book, *Gaydar Culture* (Ashgate, 2010) explores the integration of digital technologies into British gay male culture. His second book, *Interrogating Homonormativity* (Palgrave, 2021) investigates the material realities of gay male lives after the passing of same-sex marriage legislation. He is co-chair of the LGBTQ interest group of the International Communication Association, and also works with Meta/Facebook on their actor-behavior initiatives.

**Stephen Nachmanovitch** is the author of two books on the creative process, *Free Play* and *The Art of Is*. He performs and teaches internationally as an improvisational violinist, and at the intersections of performing and multimedia arts, philosophy, and ecology. He graduated in 1971 from Harvard and in 1975 from the University of California, where he earned a Ph.D. in the History of Consciousness for an exploration of William Blake. His mentor was the anthropologist and philosopher Gregory Bateson. Nachmanovitch continues to write and teach about Bateson and extend Bateson's ideas into the 21st century. He has taught and lectured widely in the United States and abroad on creativity and the spiritual, social, and ethical underpinnings of art. He has presented master classes in improvisation and workshops at many conservatories and universities, and has had numerous appearances on radio, television, and at music and theater festivals.

**Valerie V. Peterson** teaches courses in visual communication, communication perspectives, critical interpretation, and public speaking at Grand Valley State University. Her single-authored book *Sex, Ethics, and Communication: A Humanistic Approach to Conversations on Intimacy, 2nd ed.* (Cognella, 2013) won the Media Ecology Association's Erving Goffman Award for Outstanding Scholarship in the Ecology of Social Interaction. Dr. Peterson's recent publications include scholarly essays on political speech (*Explorations in Media Ecology*, 2021), sight and humanity (*Explorations in Media Ecology*, 2019), the use of nudity in political protest (2018), literacy and Plato's understanding of "the good" (*Review of Communication*, 2017), mythic rhetoric (*Ohio Journal of Communication*, 2014), the media ecology of birth control (*Explorations in Media Ecology*, 2010), and interdisciplinarity (*Women and Language*, 2008). Other publications have addressed topics such as communication theory (*Journal of the Northwest Communication Association*, 2004; *Grand Valley Review*, 2004), the rhetorical criticism of visuals (*Southern Communication Journal*, 2001), the use of subject position in argumentation (*Communication Studies*, 2003), sex/sexuality/sexual politics (*Journal of Popular Culture*, 2008; *America Viewed and Skewed: Television Situation Comedies*, 2005; *Journal of Communication Inquiry*, 2002; *Women and Language*, 2000), and pedagogy (*Explorations in Media Ecology*, 2022, *Communication Teacher*, 2006; *The Successful Professor*, 2004; *Teaching Ideas for the Basic Communication Course*, 2001; *Iowa Journal of Communication*, 1996). Awards and honors include The Louis Forsdale Award for Outstanding Educator in the Field of Media Ecology, MEA, 2016; Keynote Address on Communication and Ethics at the Social Action Conference at Central Michigan University, 2014; GVSU International Student's Pineapple Award, 2010; GVSU Student Senate Last Lecture, 2010; and National Communication Association Best Competitive Paper Award, Visual

Communication Division, 2001.

**Michael Plugh** is Associate Professor of Communication at Manhattan College. He currently serves as President of the New York Society for General Semantics, as a member of the Board of Trustees of the Institute of General Semantics, and as Vice President of the Media Ecology Association. Dr. Plugh is a Past President of the New York State Communication Association. His research interests include learning and education, technology and socio-cultural change, and the relationship between language and culture.

**Michael Quinn** is an Associate Professor of Communication at Manhattan College, where he teaches sports media and production. He has published in journals such as *Film & Narrative*, *Cinema Journal*, and *ETC*, and got his first exposure to general semantics while reading 1950s and 1960s science fiction as a young teen.

**Lance Strate** is a Trustee and President of the Institute of General Semantics, a Past President of the New York Society for General Semantics, the New York State Communication, Association and the Media Ecology Association, and the co-chair of the Global Listening Centre's Academic Board. He is Professor of Communication and Media Studies at Fordham University, held the 2015 Harron Family Chair in Communication at Villanova University, and received an honorary appointment as Chair Professor in the School of Journalism and Communication at Henan University in Kaifeng, China, in 2016. He is the author of *Echoes and Reflections: On Media Ecology as a Field of Study* (2006), *On the Binding Biases of Time and Other Essays on General Semantics and Media Ecology* (2011), *Amazing Ourselves to Death: Neil Postman's Brave New World Revisited* (2014), *Thunder at Darwin Station* (2015), 麦克卢汉与媒介生态学 [*McLuhan and Media Ecology*, an original collection of essays published in Mandarin translation, 2016], *Media Ecology: An Approach to Understanding the Human Condition* (2017), *Introdução à Ecologia das Mídias* [*Introduction to Media Ecology*, co-authored by Adriana Braga and Paul Levinson, original contributions published in Portuguese translation, 2019), and *Diatribal Writes of Passage in a World of Wintertextuality: Poems on Language, Media, and Life* (2020). His next two books are currently in production: *Concerning Communication: Epic Quests and Lyric Excursions in the Human Life World* (IGS), and a poetry collection entitled *What We Are* (NeoPoiesis). He is co-editor of two editions of *Communication and Cyberspace: Social Interaction in an Electronic Environment* (1996, 2003), *Critical Studies in Media Commercialism* (2000), *The Legacy of McLuhan* (2005), *Korzybski and...* (2012), *The Medium is the Muse: Channeling Marshall McLuhan* (2015), *La Comprensión de los Medios en la Era Digital: Un Nuevo Análisis de la Obra de Marshall McLuhan* (2016), and *Taking Up McLuhan's Cause: Perspectives on Media and Formal Causality* (2017). He has served as editor of the *Speech Communication Annual*, *General Semantics Bulletin*, and *Explorations in Media Ecology*, a journal he founded and edited for 9 years (2002-2007, 2017-2019). He delivered the 2018 Alfred Korzybski Memorial Lecture, received the Media Ecology Association's 2018 Marshall McLuhan Award for Outstanding Book and their 2013 Walter J. Ong Award for Career Achievement in Scholarship, the Eastern Communication Association's 2019 Distinguished Research Fellow Award, the New York State Communication Association's 2019 Neil Postman Mentor Award and their 1998 John F. Wilson Fellow

Award for exceptional scholarship, leadership, and dedication to the field of communication, and the Global Listening Centre's 2020 Outstanding Research Award.

**Laura Trujillo-Liñán** is professor/researcher of Humanities and Media at Universidad Panamericana, General Coordinator for the Universidad Panamericana Open University, member of the Board of trustees of the General Semantics Institute, member of the Media Ecology Association, Asociación Filosófica de México, and the International Communication Association. She is the author of a number of articles and book chapters, on topic related to Marshall McLuhan, Aristotle, metaphysics, ethics and media. She is the author of *Formal Cause in Marshall McLuhan's Thinking: An Aristotelian Perspective* (2022, IGS).

**Ashwin Vaidya** is a Professor and the chairperson of the Department of Mathematics at Montclair State University in New Jersey. He also holds a joint appointment in the Department of Physics and Astronomy. His scholarly interests lie in the areas of complex systems and self-organization, which is a characteristic feature of such systems, be they living or nonliving. Ashwin is also interested in education theory and philosophy of science. As a scholar and educator, he believes in the importance of unifying ideas and examining fundamental questions through different perspectives. His work in education supports the view that creativity, which is an emergent property of a complex educational system, occurs through the cooperative interaction of different ideas and is something that all educators should strive for. Ashwin's exposure to general semantics came about through the works of other GS scholars and contributors like Neil Postman and Anatole Rapoport whose ideas have been very insightful and an inspiration to his work.

**Gina Valenti** ® is an artist, music composer and writer. She holds a PhD in Education and a Fine Arts degree at the National University of Rosario (Argentina), where she is Professor of Projects, Art and Technology, and directs the Center of Studies on Arts, Technology and Education "Ctrl+Z". She is the creator and director of the "404 International Festival of Art and Technology" that has been presented for 19 years in twelve countries: Argentina, Italy, Switzerland, Belgium, Austria, Spain, Taiwan, Russia, Colombia, Japan, the United States and France. She has been Jury at the XII International Workshop of Architecture (Universidad Mayor de Santiago de Chile), at the China University of Technology in Taiwan, at the 36° Digital Art Festival VideoFormes (France), at the 5th Digital Arts Festival of Taipei (Interactive Art Category at the Digital Arts Awards), at FINNOF (National University of Rosario) among others. She was awarded by the National Fund of the Arts and won the AVE Scholarship, obtained through a competition in the Faculty of Humanities and Arts of the U.N.R. She has taught courses and seminars about Art and Technology at the National University of Rosario (Argentina), "Olga Cossettini" School, Argentinian Library, Rodchenko Art School (Moscow, Russia), National Arts University of Taiwan and University of León (Spain), and "Colombia 4.0" in Bogotá, Colombia. Her visual works have also been presented at the Municipal Art Museum Juan B. Castagnino and Museum of Fine Arts Caraffa (Argentina), Center of Modern Art of Madrid (Spain), and the Goethe Institut (Trieste, Italy). As musician, she performed at "El Círculo Theater" (TEDx Rosario), House of Culture of the National Endowment for the Arts (Buenos Aires) and many venues during 20 years, in other different cities: London, Vienna, Hasselt, Taipei, Rome, Moscow. Her literary work and research work have been published by the Faculty of

Political Science and International Relations of the National University of Rosario, Argentina, the Ministry of Technic Science and Graduate of UNCuyo and many compilations and journals from Argentina and abroad, having been been translated into English, Italian, Russian, Taiwanese and Japanese. She has been interviewed by several media such as: NKH (Japan), Taipei Times (Taiwan), Clarín, Página 12, El Ciudadano, La Capital, CN23, Canal 5, Canal 3, Rock&Pop, Vorterix (Argentina), "Szene" (Switzerland), "In & Uit" (Belgium), "Il Piccolo "(Italy) and "Art Fairs International" (New York, United States).

**Jeffu Warmouth** is a conceptual artist whose work asks the viewer to unravel their relationships to language, identity, and culture. His installation and media artwork has been exhibited and screened internationally, including the Boston Cyberarts Gallery; Boston Sculptors Gallery; Emerson College; Fitchburg Art Museum; the deCordova Museum; Boston Center for the Arts; Kohler Arts Center, Sheboygan, WI; Kaunas Photo Festival, Lithuania; Experimenta Media Arts, Australia; and the 404 Festival of Art & Technology, Argentina & Colombia. He holds a BA from the University of Michigan and an MFA from Tufts University. He is Professor of Communications Media & Game Design at Fitchburg State University. He lives and works in Massachusetts.

**Ellen Wetmore** is known for artworks that inspire a blend of humor and horror. She works in video and in drawing. Wetmore's projects have been featured in screenings at the Sandwell Arts Trust in the West Midlands, UK, Ciné Lumière in London, the Dorsky Gallery in Long Island, NY, Currents, Santa Fe, CologneOff, Cologne, Germany, Videoholica in Bulgaria, and the MIA screen in Cairo. Her most recent work is on the 80-foot tall 7-screen marquee at the Boston Convention and Exhibition Center. She is a 2012 School of the Museum of Fine Arts Traveling Fellow. In 2014 she was the subject of an exhibition at the Sarah Doyle Gallery of Brown University and, in 2015, a solo show at Living Arts of Tulsa. She was a summer 2015 visiting artist at the American Academy of Rome and served as a juror for the Rhode Island Cultural Council and the video dance festival InShadow of Lisbon. She was awarded the 2017 Massachusetts Cultural Council Grant for Film and Video and a Berkshire Taconic Artist Resource Trust Grant. She is a Professor of Art at the University of Massachusetts Lowell.



INSTITUTE OF GENERAL SEMANTICS
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# *ETC: A REVIEW OF GENERAL SEMANTICS*

## CALL FOR SUBMISSIONS

*ETC: A Review of General Semantics* is the official quarterly publication of the Institute of General Semantics, now in its 79th year of continuous publication.

*ETC* welcomes submissions about the symbolic environments in which humans spend their time, with a particular focus on the study of the intersection of language, thought, and behavior.  We are primarily interested in approaches to the nature of language as our species' primary medium of human communication, how we use language to create what we call meaning, and how we can be better meaning-makers through an understanding of the relationships among language, meaning, thought, mind, symbols, media, technology, context, culture, etc.

Submissions fall into four main areas – keeping in mind, of course, that such categories are tentative, artificial, and always subject to revision.  The categories are meant to suggest the broad range of possible contributions, not to limit them.  Contributors are *not* required to specify into which area a particular piece falls.

Category 1: Articles about our various symbolic environments, emergent or persisting metaphors, and/or current or historical study of human symbolic use that advances our understanding of symbols, behavior, and culture.

Category 2: Cases and observations of language use and misuse in politics, commerce, relationships, and self-talk that contribute to an understanding of the relationship between language, thought, and behavior.

Category 3: Instructional frameworks, models, and principles intended to assist educators in illustrating general semantics principles: lesson plans, activities, demonstrations, etc.

Category 4: Artwork, illustrations, poetry, short fiction, and/or other vehicles that express or explain some idea about symbols and behavior, such as maps and territories, abstractions, non-categorical thinking, extensional thinking, or the principle of etcetera.

HOW TO SUBMIT

Article submissions are accepted electronically via e-mail.  All submissions must be original work and must not be under consideration by other publications.  Please submit to:

- Editor: Thom Gencarelli (thom.gencarelli@manhattan.edu or editor-etc@generalsemantics.org)
- Book Review Editor: Martin H. Levinson (MandkLevin@aol.com)

WRITER'S GUIDELINES

The following are the guidelines for contributions to *ETC: A Review of General Semantics* (modified January 19, 2021):

Microsoft Word documents are preferred.  Please send your document as an e-mail attachment to thom.gencarelli@manhattan.edu or editor-etc@generalsemantics.org.  Contact the Editor if you experience any technical issues.

As we move toward the professional standard practice that is internal consistency within our pages, we request that contributors follow the *Publication Manual of the American Psychological Association* (7th Ed., 2020) for all citations and bibliographic references. However, because we are, at this time, an interdisciplinary community, we will continue to accept manuscripts that utilize the author's choice of style guide (MLA, Chicago, etc.).

Please *do not*, under any circumstances, use the automated footnote or note referencing function of MSWord.

If you wish to include photos, illustrations, or graphics, you may incorporate them into your document yourself *or* send them as separate files with instructions for where to insert them within your manuscript.  Acceptable formats include JPG, JPEG, GIF, TIF, and BMP files. Resolution/file size should be as large as possible.  All permissions for the use of copyrighted material are the responsibility of the author and must be obtained before submission.

Please include with your submission a brief author's blurb, of no more than three sentences, as you wish to present yourself, and which we will publish at the bottom of the first page of the published piece.  Indicate your last degree and the institution from which you obtained it.

Finally, if you submit an article that has been previously published, please obtain reprint permissions prior to your submission to *ETC*, and make sure to provide evidence of such permission at the time you submit.

**ETC* emphatically and especially welcomes and encourages submissions by students.**

For more information, please contact the editor, Thom Gencarelli, directly at thom.gencarelli@manhattan.edu

For further information and/or to purchase current or back issues of *ETC: A Review of General Semantics*, please visit the IGS website at: http://www.generalsemantics.org/
*ETC: A Review of General Semantics* is an interdisciplinary quarterly published by the Institute of General Semantics

*ETC* was published by the International Society for General Semantics from 1943 to 2003

# "Politics and General Semantics"

Looking at the world today, we find much polarization, unrest and political turmoil. People squabble, gossip, jump to conclusions, traffic in hearsay, and engage in many forms of interaction that contribute to the overall dis-ease of the political milieu and social world. Over the past decade, families and familiar bonds have sour over political disputes. Many people do not want this and they wish the world were a saner place, but they lack the resources for both understanding political unrest and for handling it.

To what extent does general semantics hold vital resources for those who would grasp political quandaries?
What orientations, practices or principles from general semantics best helps people deal with the contemporary political climate? For example, how do concepts such as "Consciousness of abstracting," "non-allness," "indexing," "dating," "etc." help people in thinking clearly about political issues? Which issues, specifically, would benefit most from the insights of general semantics? For example, how might someone well-versed in general semantics talk about topics such as: 2$^{nd}$ amendment, mask mandates, LGBTQ, abortion, black lives matter, the me-too movement, Q-Anon & conspiracy theory, gerrymandering, fake news, etc.? Would those most versed in general semantics likely lean to either the left or the right of the political spectrum, or to the middle, or, might they be less inclined to engage in certain kinds of political discourse, especially where terms are ill-defined and/or things taken out of context?

This CALL FOR PAPERS seeks to solicit papers, of any length, for a special issue of _ETC_. We are seeking meaningful contributions to the question of how, exactly, the study and practice of general semantics can help people understand and handle political strife.

Papers should be formatted to either APA or MLA. For submissions, **No Later Than March 1$^{st}$, 2023**, and/or for more information, please contact Corey Anton (antonc@gvsu.edu).

## Notes

**Notes**

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**S. I. Hayakawa**: "General semantics is the science of how not to be a damn fool."

**Aldous Huxley**: "General semantics is a linguistic self-control which teaches how symbols are related to experience so as to make it less likely that we take too seriously the absurd or dangerous nonsense that, within every culture, passes for philosophy, wisdom and political argument."

**Rachel Lauer**: "General semantics consists of studying the natural processes of our world according to the best knowledge we have of modern science, and trying to correct our habits of evaluating and speaking to fit what we 'know' and how we 'know' it."

**Neil Postman**: "General semantics is simply the name we give to all those inquiries which take as their starting point the pre-eminence of symbols and structure in human communication, and which are dominated by the paradigm of communication as environment."

**Steve Allen**: "It is important to realize that general semantics is not simply something of interest to scholars or university graduates. Teachers can and should introduce it at all levels since thinking skills are useful at every level and in every subject in the curriculum."

**Denyse Morrow**: "General semantics views healthy human beings as complex but organized entities, whose pleasure and challenge is problem-solving, whose characteristics include an eagerness for living, as well as an interest and involvement in daily life."

**Allen Walker Read**: "General semantics is a discipline drawing upon the best scientific methods for the deep restructuring of human beings to make optimal use of their potentialities."

**Anatol Rapoport**: "General semantics is concerned with constructing a science of man, based upon an empirical investigation of the way man's perception of reality is distorted by the screen of language interposed between him and his world."

**Pamela Butler**: "General semantics deals with how people perceive the world and how the language we use has an influence on that perception, and how our language locks us into a particular way of seeing the world."

**Mary Morain**: "General semantics encourages the study of processes behind the curtain of language. It investigates the relations between words, what words refer to and the human beings involved, the effects of language on evaluation and of evaluation on language."

**Wendell Johnson**: "General semantics may be regarded as a systematic attempt to formulate the general method of science in such a way that it might be applied not only in a few restricted areas of human experience, but generally in daily life. It is concerned with science as a general method, as a basic orientation, as a generalized way of solving problems."

**J. Samuel Bois**: "General semantics is an up-to-date epistemology. It is the science of our mental activities, and it deals with how we observe with our senses and how we introspect, how we think, how we doubt, how we attain certainty, how we accept the views of others, how we communicate our own views, how we differentiate facts from opinions, how we remember and forget, how we solve problems, how we invent and create."

**Harry Weinberg**: "General semantics is a very broad methodology covering the whole range of human evaluation, including directions for seeking control of worry, hate, feelings of inferiority, etc., linked to both an ethical system which is not in contradiction to anything known to science, and a program for proper evaluation which is firmly rooted in the psychoneurological structure of man."

**Catherine Minteer**: "General semantics provides a method of studying the part language plays in human affairs. It emphasizes the effectiveness of human communication in (1) the awareness of the all-pervasive character of language in daily affairs, (2) the habit of looking to language as a possible clue to some of our misunderstandings and conflicts, and (3) an appreciation of the scientific method and a consideration of applying it to language."

**Alfred Korzybski**: "In general semantics we do not 'preach' 'morality' or 'ethics' as such, but we train students in consciousness of abstracting, consciousness of the multiordinality of mechanisms of evaluation, relational orientations, etc., which bring about cortico-thalamic integration, and then as a result 'morality', 'ethics', awareness of social responsibilities, etc., follow automatically.