

• EDITORIAL •

ON THE COMPLETION OF TWENTY YEARS OF ETC.

[EDITORIAL NOTE: *Lest he be accused of "tooting his own horn," readers should know that Dr. Hayakawa knew nothing of this editorial until it was in type and ready to go into this issue of ETC. However, friends, colleagues, and co-workers felt it only fitting that something be said in appreciation of the twenty years in which Dr. Hayakawa has not only edited ETC. on a volunteer basis, but during which time he has also contributed a fantastic volume of literature to the field of general semantics.*

As a postscript, Dr. Hayakawa has asked me also to give credit to the many contributors to ETC., who are literally that because, famous or unknown, they contribute their scholarly or artistic works to ETC. without remuneration.

Also to be mentioned are Dr. Hayakawa's many colleagues and associates who have contributed time and effort assisting him in many editorial duties; and the dedicated people who have helped in managing the business affairs of ETC. and ISGS.

And, of course, most important of all is Alfred Korzybski, without whose original formulations there would have been no general semantics, as such, and no ETC.

—BONNIE BURGON.]

How It All Happened

THIS ISSUE marks the completion of twenty years of ETC. It was neither subsidy nor intensive promotional efforts which has carried it from an obscure publication of a few

hundred copies to one having a firm circulation of 9,500 subscribers in more than seventy countries. Its readers are those who make up the creative cutting edge of culture or are aware of the evaluative revolutions reshaping civilization. It is no more surprising to find a Supreme Court Justice relaxing with *ETC.* than it is for it to be in the jacket pocket of a student watching the waves bombard the Big Sur coastline of California, or on the desk of a philosopher in Leipzig. For *ETC.* is not just a publication of interest to an inner initiate. It is the most significant publication of the mid-twentieth century primarily concerned with the evaluative revolutions of our time.

Articles from *ETC.* are reprinted in anthologies on many subjects. Selections from it make up *Language, Meaning, and Maturity* (1954), *Our Language and Our World* (1959), and *The Use and Misuse of Language* (1962). More than 100,000 copies of the latter anthology are already in print. Demand for out-of-print issues of *ETC.* is sufficient to encourage a commercial publisher to undertake reprinting back issues.

Need anyone actually be surprised by the success of *ETC.*? After all, this review of general semantics provides an outlet for the adventuresome thinker with something to say. Underlying requirements are largely that what is offered must be new and relevant. Its authors are also expected to know that a sentence is not only what the author intends but what the reader takes it to be.

That *ETC.* has had the same editor throughout its history would be most remarkable were its editor anyone other than S. I. Hayakawa. Although its editorial staff has included Alfred Korzybski, Anatol Rapoport, Wendell Johnson, and Irving J. Lee, among others, *ETC.* has been primarily the extension of one man.

ETC. was launched at a time of desperate need. During the previous ten years, general semantics had been fighting to gain broader acceptance and academic recognition. Our appreciation of *ETC.* and Hayakawa is better understood through recalling the past.

MOST OF THOSE who, in 1933, saw part of the galley proofs of Alfred Korzybski's monumental *Science and Sanity* felt ripples of excitement upon its distribution the following year. Here were insights into human evaluative habits which contribute to man's personal and social distress. Cassius Jackson Keyser, the famous mathematical philosopher, heralded *Science and Sanity* as the outstanding achievement of our time. In harmony with this, some of us worked hard to bring about a wider airing and discussion of general semantics. Lectures and seminars were arranged; yet time and again it happened that people would come to see and experience Korzybski rather than to let their traditional ways of thinking be disturbed.

Late in the 1930's and early 40's, as the world emerged from economic depression into war, Stuart Chase, S. I. Hayakawa, Wendell Johnson, Irving J. Lee, and a few other able teachers and writers began interpreting general semantics in ways that brought it into wider public notice. In this way, general semantics was freed from dependence upon the personality of its originator and became established as more than an intellectual *tour de force*. These creative new interpreters found in general semantics incisive ideas and yet they recognized opportunities for revision, discovery, and development as with any other science or major field of human study.

Among these interpreters was a teacher whose book, *Language in Action*, brought extensional evaluations to an even wider audience. It is not surprising that when the Society for General Semantics was founded Hayakawa became editor of its publication. Volume I, Number 1 of *ETC.* appeared in August 1943.

For twenty years, Hayakawa, as a volunteer, has served as editor. Throughout this time, he has maintained enthusiasm for new interpretations and empathy with wide areas of society. Many other thinkers were introduced to general semantics largely through *ETC.* Even Anatol Rapoport's first scientific article appeared therein. Hayakawa's participation in organizations and projects concerned with intellectual and social issues enable him to be part of much that is significant.

Hayakawa's awesome international speaking and writing activities are cushioned by a warm family life. Margedant Hayakawa matches her husband's breadth of civic and national interest which enrich the intimate textures of their lives. Hayakawa daily receives numerous requests and demands upon his time. Even though of necessity he often must refuse, he somehow manages to find time to offer suggestions or encouragement for that which he feels is worth while.

Those of us in whom the seed of interest in general semantics was planted in the 1930's realize how fortunate we now are to have a distinguished publication. In Hayakawa we have more than an editor. We have an original thinker who sees general semantics as part of the framework of living and a discipline relevant to the intellectual and social revolutions of our time.

LLOYD AND MARY MORAIN

ETC. and Semantic Health

FOR TWENTY YEARS, S. I. Hayakawa has given generously from his precious store of time and his rich endowment of talent in creating an extraordinary medium of publication. There has seldom, if ever, been any other journal that reflects and fosters to the degree that *ETC.* does the interrelating of the diverse. In a world in which the occupational and provincial affliction of tunnel vision is becoming more devastating constantly as we ride a steeply rising curve of innovation and change, Dr. Hayakawa is laboring heroically to broaden the horizons of men and to enrich the lives of all of us by deepening our appreciation of our distinctive differences. The specialist who faces increasingly the prospect of intellectual rickets finds in *ETC.* a substantial means of maintaining his semantic health and his philosophical viability.

The ease with which we can take for granted the creation of the books and magazines that others make available to us does not obviously fit well with the difficulty most of us experience in writing publishable material or in reviewing a book responsibly and competently. These are among the most demanding and the most significantly human of all our activi-

ties. To write, evaluate, and edit, as Dr. Hayakawa does in producing *ETC.* year after year, across a very wide spectrum of subject matters and specialized interests is to display an impressively catholic sophistication and versatile creativity.

On the twentieth anniversary of Volume I, Number 1, of *ETC.* it seems peculiarly appropriate to call the civilizing potential of this chorus of many tongues to the attention of those who seek to govern wisely and of those who are intent on bringing up their children, instructing their students, and fashioning their own lives with an informed sensitivity to the demanding but utterly essential art of living constructively with our differences, and of nurturing all together our common promise of self-fulfillment.

WENDELL JOHNSON

Attitudes Toward Language and Communication

S. I. HAYAKAWA has done more than any man, perhaps more than any combination of men to bring some of the most important ideas of our time within reach of millions of people. These ideas have to do with language, with what we do with it, and with what it does to us.

There are many ways of studying language, as a self-contained system and as a form of human behavior. One can, for example, view language as a succession of spoken sounds without any reference to what is behind them and why people make sounds. Even in this "sterilized" view, language is a vast and fertile field of investigation. Or one can study grammar for its own sake. This is also a large and complex field, of which linguists have become aware via the problems of mechanical translation. It turns out that no one really knows any grammar completely, least of all the grammar of one's own language.

One can also study logic, the rules according to which we deduce that something is true when we know that something else is true. The notion of truth is inseparable from language,

because to say that something is true is to say that some statement is a true statement.

Rich and complex as all these approaches to language are, they do not even touch on the most important function of language—the way language binds people together and strikes them asunder, the way what we say to others and to ourselves influences our attitudes toward others, toward ourselves, and toward the world. This is the subject matter of general semantics, and this is what Hayakawa has chosen for his life's work.

There is no single set of conceptual tools, no self-contained scientific system which can do justice to the problem of human communication in all its ramifications. There is, however, a set of attitudes which enables one to appreciate this problem. Hayakawa's great contribution stems from his ability to make people aware of these attitudes and even to impart them to those who are receptive and who have the courage to undertake exercises in self-examination.

The breadth of Hayakawa's interests is, of course, an important factor in his ability to "connect." Sophistication about language changes the complexion of science, art, politics, everyday affairs, and personal relations. Because Hayakawa's interests are almost universal, he is able to point out to others the relevance of general semantics to whatever their interests, ambitions, or intellectual commitments happen to be. But there is more to that. Hayakawa is a *practicing* general semanticist, which means that the binding function of language has become for him a way of life.

Those that come in contact with him sense this immediately, and so, the spark is struck. These people, then, feel within themselves the warm glow of human communication, some possibly for the first time. Hayakawa is such a great teacher because he makes teaching easy for himself by making his students and disciples full partners in the most satisfying of human experiences.

ANATOL RAPOPORT