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## TIME-BINDINGS

An IGS Newsletter

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### Submission Guidelines

Please send hard-copy submissions or inquiries to Susan Presby Kodish at: P.O. Box 50490, Pasadena, CA 91115-0490; Fax 626-795-0954. In addition to hard-copy, whenever possible send your article submission via internet by copying your text into the body of an email to: [timebindings@aol.com](mailto:timebindings@aol.com). Email attachments will not be accepted.

Deadlines: Spring—March 1; Summer—June 1; Fall—September 1; Winter—December 1.

## PERSPECTIVES

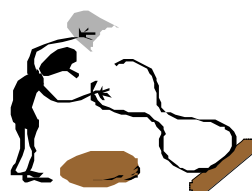
FROM THE EDITOR

A perennial question was posed on the last day of the recent International Conference in Las Vegas: "Why isn't general semantics more widely known?" I hear implied in this, "...as it should be." Leaving aside for now questions I might ask in response, such as "What do you mean by 'widely known'? How do you know how 'widely known' GS is? How 'widely known' would be enough? Based on what?" etc., let's consider the following questions.

How often do you use the term "general semantics" in your daily conversation? When asked about your interests, how often do you mention involvement with the Institute of General Semantics and/or other GS organizations? How often do you 'correct' people who use the word "semantics" when referring to the discipline formulated and named by Korzybski? If you answered rarely, not often, sometimes, etc., consider your part in the degree to which general semantics is known.

What contribution can you make in regard to this issue? As Bruce Kodish said at the Conference, in response, "If you want to spread the word, use the word." Please do, and let us know how you fare.

For now,  
Susan Presby Kodish



## ON HOW SMALL CHANGES CAN MAKE A BIG DIFFERENCE

BY LAURA BERTONE

It was just by chance that right before leaving the States, after the Las Vegas General Semantics Conference, I came across a book entitled *The Tipping Point*, by Malcolm Gladwell (Little, Brown and Company). Some of the ideas in it proved useful for the presentation of the book that I wrote with French crisis management expert Patrick Lagadec, that has just come out here in Spanish, *Voyage to the Heart of an Implosion: What is There to Learn from the Argentine Experience?* (Paris: Eyrolles, 2003) I bring this up here because I feel that some of these ideas apply for the teaching and spreading of General Semantics as well.

In a nutshell, the general idea consists in this: little things can—or may—produce big changes. This is the conviction that sustained both Patrick and me when we decided to carry out a series of meetings, in April 2003 in Buenos Aires, to trigger exchanges among Argentine intellectuals and thinkers first; then among company executives, officials, and university postgraduate students; then with the military; and, last but not least, with artists. Seen from abroad—and even from inside—this may seem ridiculously insignificant. And yet, in the midst of the worst crisis ever in already crisis-stricken Argentina, it proved not easy to succeed in arranging for these people to meet. We managed to do this only partially; we never succeeded in having them all come together at one and the same meeting.

**Mark Your Calendar****Coming in 2004**

March 12-14: Weekend seminar in Fort Worth  
*Details on p. 7.*

June 14-19: Seminar-Workshop at  
Alverno College, Milwaukee

June 25-27: Weekend seminar in Fort Worth

Sep 25-26: Weekend seminar in Fort Worth

Dec 28-30: Teaching Development Conference at Institute of General Semantics

**GS Organizations**

Australian General Semantics Society:  
c/o Laurence Cox, Unit 15, "The  
Commodore," 12-16 Walton Crescent,  
Abbotsford, 2046, N.S.W., Australia

Institute of General Semantics—Fort Worth  
P.O. Box 1565  
Fort Worth, TX 76101  
Phone: 817-886-3746  
Email: Steve@thisisnotthat.com

New York Society For General Semantics:  
c/o Allen Flagg, 144 East 36th St., New  
York, NY 10016 Phone: 212-532-8042

**GS on the Internet**

European Society for General Semantics  
at <http://www.esgs.org> (French, English,  
Spanish, Italian, German and Polish)

Institute of General Semantics:  
<http://www.general-semantics.org>

**Robert P. Pula  
1928—2004**

With deep sadness, we learned of the death of our dear teacher and friend Robert P. Pula on January 11, 2004 as this edition of *Time-Bindings* was going to press. As the world's foremost general-semantics scholar, Bob qualified as one of the most important continuators of Korzybski's work. Our heartfelt condolences go to his family. Words are truly inadequate to express the loss to the GS community. Look for more about Bob and his work in the Spring 2004 *Time-Bindings*.

Aware of the modesty of our means, and of the modesty of possible results, we decided to persist and go on. This must surely have been easier for me (as Argentine-born) than for French expert Patrick, who was more used to European or Northern patterns of efficiency, acknowledgement and respect than I was.

One of our first observations after the series of encounters in April was the disproportion encountered between the levels of energy and efforts involved and the scarcity of concrete results (no follow-up meetings announced, no committees set up, no official acknowledgment or private support). It was at this point that I started remembering one of Korzybski's axioms, handed down by subsequent IGS staff members, which goes (as insistently and concisely conveyed by Bob Pula's insistent and concise formula): "Minimum Expectations, Maximum Motivation." I realized that I had made it mine.

Then surprise struck: as soon as Patrick returned to Paris, he invited me to write a "joint debriefing" of what we had done, felt, thought and learned throughout those two weeks of meetings. Surprise then struck again: only two weeks later and with a text of only 50 pages at that point, our initial "academic" project turned into a book contract with a well-known French publishing house. We immediately decided to have it published in Argentina as well.

If the book was meant simply as a testimony for Europeans (and a possible warning of what to avoid) and for Argentines, it becomes an invitation as well: an invitation to act and produce small changes (with the only certainty that there is no certainty that the scales will, at some point, tip).

This is the basic idea and positive tone in Malcolm Gladwell's book,

which helped me reformulate Patrick's and my purpose. Through examples that seem at first to have little relation to our GS perspective and formulations, Gladwell reminds us, through his case examples taken from management, politics, and educational television, that very small changes can make a big difference. Is that very different from the "piece-meal approach" that Milton Dawes has for so long fostered?

As probably like many other people in the world, especially when very young, I had dreamt of heroes and heroines capable of great deeds, as in previous epic times. The paradox in today's world seems to be that a tremendous amount of courage and will is needed for the "man and woman in the street" to face those everyday challenges which don't involve epic-like events. Everything appears ridiculously unimportant and insignificant. Given this, the conviction that small things can make big differences has been crucial to me, since it provides fuel for my motivational tank.

When we describe GS formulations, or do the exercises designed to clean up the ways and means of our language use, it helps, in my opinion, to remember this. If we accept any challenge, moving along with small steps without knowing for sure what the result will be, and if we lower our expectations and increase our personal motivation, we will manage to work hard, feel joy and share it! And sharing the sheer joy of work done without expecting any rewards can be important—and helpful in convincing others that it pays to experiment with small changes within oneself.



## GS AND CHINA PART I

BY WENJIE YAN



[Editor's Note: Wenjie, who was a welcome, lively presence at the IGS seminar in October, was stimulated by staff-member Laura Bertone's presentation focusing on her applications of GS in Argentina, as he notes below. You can read Part II of this article in the next edition of Time-Bindings.]

Sitting in the audience and listening to Laura Bertone talking about GS and Argentina, I couldn't help but wonder about GS and China. Being born and raised in Shanghai, China, I have often used GS as a prism to view things relating to that country ever since I started reading and practicing GS some years ago. I believe GS lends a useful conceptual tool in understanding changes Chinese people have undergone in their socio-political-economic lives over the last five decades.

### *Mao's Great Proletarian Cultural Revolution: A Disaster of Either-Or Thinking*

According to scholars of Chinese studies, the Great Proletarian Cultural Revolution raged on in China for ten years from 1969 through 1979, resulting in destruction of numerous valuable cultural artifacts and heritage as well as loss of thousands of human lives due to political infighting. Despite the complexity of its causes, Mao was often identified as the chief engineer behind the ten-year political turmoil in

China. One popular theory was that Mao launched the revolution to consolidate his power base by purging his political opponents. To separate out "enemies" from our "friends," Mao mobilized the masses to classify themselves based on their occupations, family histories, and their commitment to his political beliefs. Based on his classification, people who were classified as "bourgeoisie," "capitalists" or "landlords" were not trustworthy or were simply anti-revolutionary. People who fell into those categories were property-owners, teachers, and old government officials or anyone whose parents or relatives were identified with those characteristics. The true revolutionaries who could be trusted wholeheartedly were peasants, factory workers, and soldiers. And Mao deemed them as the "mainstay" of the Revolution.

Mao's dichotomous political rhetoric threw the whole of China into a frenzy. People tried frantically to identify themselves with the right camp; and those who unfortunately fell into the "wrong" category were subjected to relentless persecutions executed by the Red Guards, often young faithful followers of Mao. To redeem themselves, those classified as "non-revolutionaries" could improve their "revolutionary status" by reforming themselves through reading and reciting Mao's works and working side by side with "true revolutionaries." As a result, people were pitted against each other within families, between friends, and between colleagues; thus thousand-year old closely-knit social fabrics in China were broken up. From a GS point of view, Mao used rhetoric to purposely confuse symbols with people, who, as a result, elevated this confusion to an unprecedented height just for survival.

## W.I.G.O. ("WHAT IS GOING ON")

BY STEVE STOCKDALE,  
EXECUTIVE DIRECTOR

Unless you've just joined the Institute, you should have received the November letter to the joint ISGS-IGS membership in which the merger plans were communicated. As Executive Director, I'd like to briefly recap what is going on within the organization.

**A.** As of January 1, the International Society (ISGS) merged with the Institute of General Semantics (IGS). All Society members are now automatically members of the Institute. The Institute has the same non-profit status as did the Society (in IRS terms, we're a 501(c)(3) corporation). Members will receive the quarterly journal *ETC: A Review of General Semantics*, the annual *General Semantics Bulletin*, this quarterly newsletter, and member discounts for books, programs, etc. Basic Membership dues are now just \$40/year in total, vs. the previous costs of \$55/year for just *ETC* or \$90/year for the total. (We will continue, of course, to gladly accept membership donations over and above the basic \$40 rate. Student memberships are \$20/year.) The new rates will apply to your next renewal period.

**B.** The International Society's staff, Paul Johnston and Emily Shomaker, will continue working from their home offices in California through March 31. The Institute's staff in Brooklyn, Jeff Mordkowitz and Martha Santer, will continue operating through April 30. All existing phone numbers, email and postal addresses will continue to be used during the transition period as the administrative functions move to Fort Worth. The new contact information for the Fort Worth office will

be communicated as soon as appropriate. (For now, you can correspond with me via P.O. Box 1565, Fort Worth, TX 76101, (817) 886-3746, and [steve@thisisnotthat.com](mailto:steve@thisisnotthat.com)) At its December annual meeting, the Institute's Board of Trustees enthusiastically voted to welcome Gregg Hoffmann and Greg Sawin as new Trustees. Both had served as Board members for the International Society for General Semantics. Along with other IGS Trustees who served on both Boards, they'll foster continuity. We're very pleased to have them on the Board and look forward to their continued contributions to general semantics and to the Institute.

C. In November we closed on the purchase of a building in Fort Worth that will constitute our 'permanent' home after remodeling work is completed in a few months. We'll keep you updated on this exciting development and how you can contribute to its realization.

I don't believe it's an exaggeration to say that, given the changes initiated during the past twelve months, 2003 (the 70th anniversary of Korzybkski's *Science and Sanity*) may be regarded as a watershed period for general semantics. Looking now to 2004, we've got a lot on our plates in order to implement the changes begun last year. We'll be: remodeling and moving into our new home; redesigning our website with additional functionality; offering new seminars; growing and actively involving the membership; establishing educational relationships with schools and other organizations...while still delivering the quality publications and programs you expect. Read about developments in future *Time-Bindings* and on the IGS web site.

## And Now, Introducing...

As of January 19th, we welcome a new Institute employee to our Fort Worth office. Ms. Jennifer Carmack will join us as Assistant Executive Director.

Jennifer is 32 years old, married, has a B.S. in Sociology/Psychology from Tarleton State University and a Masters of Public Administration degree from the Univ. of North Texas in Denton. She received the North Central Texas Council of Government's Urban Fellow scholarship in 1998, which allowed her to earn her Masters.

For the past 18 months she's served as the Assistant Executive Director for the Tarrant County Youth Collaboration, a non-profit that acts as a clearinghouse for youth programs offered locally. She has extensive computer experience, including MS Access database software and QuickBooks accounting software. As interests and hobbies, she lists organic gardening, wildlife habitat preservation, reading and the League of Women Voters.

We look forward to sharing work and friendship with Jennifer. In addition to her numerous skills, she brings interest, enthusiasm and energy to the IGS.

### AUSTRALIAN GS SOCIETY ACTIVITIES: JULY TO DECEMBER, 2003

BY DAVID HEWSON

Our big news for the second half of the year is that Laurie Cox won the Talbot Winchell award for promoting General Semantics. (More details below.)

Our two small groups are still meeting regularly. The Monday night group meets

fortnightly in the eastern suburbs and is studying *Drive Yourself Sane*. The Tuesday night group is meeting weekly and is studying *Science and Sanity*.



Nearly every month we have an all-day weekend seminar. Topics in the second half of 2003 have included:

- ◆ *"Personality"* led by Robert James  
Robert had us take some personality tests and taught us some of Edward de Bono's theories. He also invented a new game for us to play that related to some GS formulations.
- ◆ *"How to Improve Your Relationships"* led by David Hewson. This seminar aimed to improve people's personal, work and social relationships by reducing the number of useless arguments and overheated debates that may damage these relationships. This was accomplished via training in the use of several GS formulations based on Neil Postman's book *Crazy Talk, Stupid Talk*.
- ◆ *"Critical Thinking from a GS Perspective"* led by David Hewson. The meeting started with a few magic tricks that showed how our expectations affect our evaluating. Then we covered some Critical Thinking formulations from *Tools of Critical Thinking* that related to the GS formulations of abstracting, elementalism, either/or, multiple causation, etc. After a great lunch provided by Gavan, we did some relaxation exercises and discussed additional critical thinking formulations like the "belief perseverance effect," which was illustrated by drawings and a "jelly model" of the brain.

*“The IGS International Conference Report” led by Laurie Cox*

Laurie gave us a report about his trip to Las Vegas to attend the seminar and conference, during which he accepted the Talbot Winchell award. He had a great time and sends his thanks to everyone there. He played some tapes of a lecture and the speeches given by Sanford Berman and himself. We gave him a large round of applause at the end of his acceptance speech. Laurie also presented a copy of Bruce Kodish’s book *Back Pain Solutions* to the AGS library as a thank you to all those who supported him in his trip to the US.

In December we plan to go to a movie, followed by discussion at a nearby restaurant over dinner. We wish everyone a Happy New Year.

### NEW YORK SOCIETY FOR GENERAL SEMANTICS REPORT

ABSTRACTED FROM THE SOCIETY’S NEWS-  
LETTER BY SUSAN KODISH

*Let’s catch up with the 2003 doings of the New York Society for General Semantics, ably led by its president, Allen Flagg.*

In September (“Negotiate for Success”), Juliet Nierenberg and Irene Ross Mayer presented the philosophy and essential elements of their new book, *Negotiate for Success*. (See the Fall 2003 *Time-Bindings* for my review of this fine book.)

Foundations of their approach include Pause for Reflection, Agree on the Facts, Control the Climate, Search for Needs and Meet Your Objectives. Those who attended found this talk exciting and applicable to their lives.

In October (“Embedded GS! A Look at Poetry, Lyrics and Plays”), Philip J. Sabatelli, PhD, led the audience in considering how GS principles make comedy—from Shakespeare to *Seinfeld*—work. Participants enjoyed some thoughtful laughs and smiles as they examined humor from the inside out. Dr. Sabatelli is the author of *How to Think (For Yourself)*.

In November (“Therapy for the Sane: Getting the Emery Out of the Lubricant”), Lou Marinoff, PhD, drawing on his new book, *The Big Questions*, applied centuries of philosophy and great literature to answer central questions of modern existence. His focus, using specific case studies from his philosophical counseling practice, is on how to reject “victimhood” and reclaim our sense of well-being in the modern world.

In December (“Something from Nothing: Seeking a Sense of Self”), Lance Strate, PhD, took on a challenging question: How is our sense of self affected by our “post-literate, electronic” culture? A professor of media ecology, he used this discipline to examine how we not only can modify ourselves to meet the demands of our changing communication environment, but also can transform our environment to make it more favorable for our survival and prosperity. See Dr. Strate’s article in the Spring 2003 issue of *ETC* for more on this topic.

### CONFERENCE COMMENTS

BY STEVE STOCKDALE

The Spring 2004 issue of *ETC* will contain a section dedicated to the proceedings from the Oct 31–Nov 2 conference in Las Vegas, “Confronting the Challenges of Conflicting World Views.” Look for a selection of excerpts and full papers, photos, and reactions from those who attended. (You can get a sneak preview in the Winter *ETC* thanks to Gregg Hoffmann’s report.)

In the meantime, I’d like to offer a few comments from my own ‘insider’ perspective as an organizer, reviewer, administrator, etc.

1. I was amazed at how differently I ‘saw-and-heard’ the papers as they were presented by their authors, as opposed to how I ‘read’ them as a member of the conference committee. In almost every case, the impact of the paper as presented in per-

son greatly exceeded the effectiveness of the written paper. I suspect I will read and listen to future papers and presentations differently because of this experience.

2. Several years ago, Charlotte Read noted that conferences like this ought to convey a “feeling of community.” In my experience of meeting and corresponding with students of GS, this notion of “community” is often overlooked, if not disregarded altogether. We can’t live in a vacuum, so it seems obvious to me that we cannot “time-bind” in a vacuum. Reading books, journals, newsletters, and websites only goes so far. Meeting, conversing, and socializing with others who are interested in learning and applying general semantics cannot be replicated in writing. Bob Eddy from Pennsylvania put it this way: “I have [been a ‘lurker’]...reading all kinds of books & materials but having no fellow enthusiasts with whom I could discuss them. For me, the Las Vegas Conference was like finding a desert oasis after a long, parched intellectual trek.” Edryce Reynolds from Washington wrote afterwards, “This gathering...satisfied my years-old urge to meet people whose work I had long admired! Since the Institute...will soon move...half a continent closer to me, I hope to attend more GS offerings in the future. To those who did not attend this 12th international gathering, you missed a special time.”



Nan Wright, Ed Pugh and Claudia Franco Del Castillo at the International Conference

3. Some of the attendees expressed disappointment in what was, to them, missing from the conference: some expected more contentious debate; some wanted more workshop-like demonstrations and experiential activities; some stated concerns for the discipline because we didn't have any (or enough) physicists, biologists, neuroscientists; and some had hoped to spend more time discussing how to get GS introduced in elementary schools. I think it says something about the robust 'generality' of our discipline that such broadly disparate opinions could emerge from a conference ostensibly focused on one subject—"general semantics."

If you would like to share your Conference observations contact me at 817-886-3746 or email: [steve@thisisnotthat.com](mailto:steve@thisisnotthat.com)

### ALFRED KORZYBSKI COLLECTED WRITINGS

NUMBER 20 IN A SERIES

BY ROBERT P. PULA

"A MEMORANDUM on the  
*Institute of General Semantics*"  
Written October 1939, published by  
the Institute January 1940.

This 'review' will be a short one, there not being many *formulational* issues raised in this historical/institutional report. A good breather before tackling my review of the INTRODUCTION TO THE SECOND EDITION of *Science and Sanity* in the next issue of *Time-Bindings*—a major undertaking.

This entry (No. 19 in the *Collected Writings*) begins with an "Introductory Note" by the redoubtable M. Kendig, Executive Secretary and Educational Director of the Institute. She announces a forthcoming "first annual report of the President of the Institute of General Semantics" (Korzybski); pending that, Director Korzybski prepared this memorandum for a meeting of the "Board of the Corporation in October

1939 ..." Then follows the Memorandum.

The first item is a listing of the honorary trustees of the Institute appointed (requested) by Korzybski in 1940. The list is not quite complete—one more (George K. Zipf) was added later—but contains most of the names that have appeared since then in every issue of the *General Semantics Bulletin*. All of them had international reputations as leaders in their fields. Among the most notable are: Gaston Bachelard, famed French philosopher/epistemologist, an early major 'approver' of Korzybski's formulating; Lancelot Hogben, Scottish mathematician/philosopher; Earnest A. Hooten, anthropologist; Cassius J. Keyser, mathematical philosopher, Korzybski's early mentor (*Manhood of Humanity*); Bronislaw Malinowski, one of the founders of anthropology, pioneer in cross-cultural linguistics; Adolf Meyer, Psychiatrist-in-Chief, Johns Hopkins Hospital in Baltimore; and the biologist Raymond Pearl, also of Johns Hopkins, where Korzybski did much consulting in the 1920s.

The memorandum proper reviews the history of the Institute since its founding in Chicago in May 1938 (I remind you, dear student of general semantics) "...for linguistic, epistemologic, scientific research and education." Korzybski reports that "up to September 1, 1939 [!—the German invasion of Poland, which launched World War II] eleven series of seminar courses of twenty-five lecture hours were presented to 250 students." So Korzybski and Kendig "hit the ground running"—and we of the Institute haven't stopped yet, although there has been some slowing down, limping, etc. But, as you can see elsewhere in this issue, we are presently charging full speed ahead.

(Be sure to renew your membership, become a benefactor of the Institute in your [free] will—when in doubt, send money!)

Korzybski lists 160 universities and colleges whose faculty and past-and-present students were represented at Institute sessions to date. Among the foreign ones were: Cambridge University, England; Copenhagen University, Denmark; Grenoble University, France; Madrid University, Spain; Manitoba University, Canada; McGill University, Canada; Munich University, Germany; Obrero Universidad, Mexico; Osgood Law School, Canada; Oxford University, England; Paris University (Sorbonne), France; Reife-Zeugnitz Lyseum, Germany; Rousseau Institute, Switzerland; Royal Academy of Fine Arts, Denmark; Samokov University, Bulgaria; and Toronto University, Canada.

In addition to representatives of business, industrial, civil, educational, etc., organizations, Korzybski lists 60 'special fields', among which are: Anthropology (social included), Architecture, Art, Bacteriology, Biochemistry, Biology, Biophysics, Brain waves [!], Business Administration, Comparative Linguistics, Dramatics, Ecology, Law, Mathematical logic and physics, Medicine, Music, Neurology, Psychotherapy, Surgery, Theology [hmmmmm], and Writing (includes newspaper, editing, publishing). Quite a range, but not surprising, since general semantics is concerned with human evaluating in general.

Distribution and sales of *Science and Sanity* are noted, "...without advertising or sales promotion": "...throughout forty-seven of the forty-eight [1939] states ... , Puerto Rico, Hawaii, The Philippines, and also in Canada,

Nova Scotia, Mexico, Brazil and Argentina, ten European countries, two countries in Africa, five countries in Asia, and Australia.”

“Courses in General Semantics at other Institutions and New Publications”: highlights the teaching and publication work of Wendell Johnson, S. I. Hayakawa, and Hansell Baugh (papers from the First American Congress for General Semantics).

The ‘guts’ of the Memorandum are exposed in the concluding section title, “The Results of Training in General Semantics and the Mechanisms Involved.” Korzybski begins in his forthright, brainy (literally) way: “The extensional methods of General Semantics introduce *automatically* ‘delayed reactions’, which may be considered a natural function of the cerebral cortex, thus regulating the function of the thalamic regions. This results automatically in the integration of neurophysiological function, and so produces ‘emotional’ balance which is now recognized as influencing, among others, ‘normal’ blood pressure, glandular secretion, regulation of acid formation, etc.”

I emphasize here that Korzybski’s *predictive* analyses of neural (neurolinguistic, neurosemantic) function have been cumulatively, *oceanically* substantiated by neuroscientific advances over the last half century, and continue to do so. You gotta take this stuff seriously!

Korzybski ends his memo with details of very promising results related to general semantics methodology-in-training, concluding:

“As the methods of General Semantics are so simple [sic] and of such a general, beneficial, empirical character, it seems advisable that scientific, educational, and psychiatric circles, as well as the general public, should become more generally aware of the issues involved. In fact [!], they

ought to be introduced in elementary education as a preventive of psychosomatic disorders.”

There, My Dears, we can recognize one of the core factors of our mission.

**IGS SEMINAR:  
A WEEKEND INTRODUCTION  
TO GENERAL SEMANTICS,  
MARCH 12-14, 2004  
IN FT. WORTH, TX**

This weekend seminar offers an introductory overview to the interdisciplinary system of general semantics (GS). GS explores the fascinating field of human behavior from the perspective of how our language and symbol systems affect our abilities to adapt, survive and thrive as fully functional individuals. Learn how your language matters when it comes to experiencing and interpreting what goes on in your life. The curriculum introduces and provides practical tools for applying GS principles including: Time-Binding, Scientific Orientation, Abstracting/Evaluating, Verbal Awareness, and Non-Verbal Awareness. This seminar is intended as an introduction to the discipline. No previous work in general semantics is required, but a familiarity with some of the literature available online or in books such as *Science and Sanity*, *Language in Thought and Action*, *People In Quandaries*, *The Art of Awareness*, *Language Habits in Human Affairs*, or *Drive Yourself Sane* would be helpful. For more information and to register online go to <http://www.general-semantics.org/Events/index.shtml>

**Schedule:** March 12-14, 2004; Fri from 7p-9p; Sat from 9a-5p; Sun from 9a-12p

**Location:** Institute of General Semantics, Fort Worth

**Tuition:** \$150

**Registration:** Contact Steve Stockdale at 817-886-3746 or email:

*steve@thisisnotthat*. As noted, you can also register online at the Institute Website.

**THE HUNTER AND THE BOW  
AN EXAMPLE OF TIME-BINDING**

BY VICTOR PULA

Thousands and thousands of years ago  
Sat the hunter with the bow  
Waiting for the game to go  
On by.

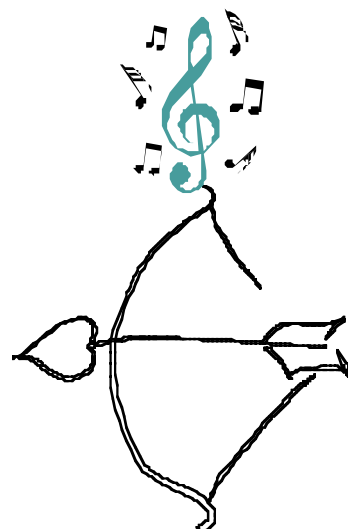
The game it did not come  
So the Hunter began to strum  
Upon the bowstring that was resting  
On his thigh.

The further he bent the bow  
Then the notes they sounded low  
When he straightened it, the notes then  
Sounded high.

So he straightened and bent the bow  
And the notes began to flow  
No doubt he did not kill a beast  
That day.

So when you play your violin,  
Piano, anything with strings  
Think of that lonely hunter  
Long ago.

Heading home with empty hands  
To a hungry waiting clan  
Cursing himself in the early  
Evening gloam.



## LET'S KEEP IN TOUCH

This issue of *Time-Bindings* marks the first post-merger publication sent to the combined (International Society for General Semantics and Institute of General Semantics) membership of the 'new' Institute. For many of you, this is the first time you've received this newsletter. I hope you find it useful and worthy of your reading time. Please feel free to share your reactions with us as to your likes, dislikes, suggestions, etc.

We'll keep you posted on what is going on (W.I.G.O.) We hope you'll keep us posted on how we're doing. Also, please keep us posted on what you're doing related to general semantics, including examples of using it in your daily life—other members can enjoy and benefit from reading about your experiences in *Time-Bindings*. Please follow the guidelines for submissions, on page one.

Also, to foster communications, we'll appreciate your emailing Steve ([steve@thisisnotthat.com](mailto:steve@thisisnotthat.com)) so that we will have the email addresses of members. We assure you that this data will be only for IGS use and you can withdraw permission at any time. Thanks.

Details about the changes in progress now, plans for the future, and an introduction to our Assistant Executive Director are presented on pages 3–4 within. Let's work together to help make 2004 a wonderful year.




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**INSTITUTE OF GENERAL SEMANTICS**

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*Leading a Revolution in Human Evaluating™*

86 85th Street, Brooklyn, NY 11209-4208 USA



*Thoughts, like fleas, jump from man to man.  
But they don't bite everyone.*

—Stanislaw J. Lec