

Time-Bindings

The Newsletter of the



INSTITUTE OF GENERAL SEMANTICS

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A Message From Lance Strate, Executive Director:



The past few months have been eventful ones, here at the Institute of General Semantics, and perhaps the biggest news of all is that we've moved our main office from our old address at 2260 College Avenue in Fort Worth, Texas. Some time ago, the Board of Trustees determined that it would not be in the best interests of the Institute, financially or organizationally, to remain in the building that the IGS purchased about five years ago, a large facility that has been underutilized and in need of expense maintenance and repairs. This September, through the heroic efforts of IGS Treasurer Jackie Rudig, the building was sold, and with the assistance of Trustee George Barenholtz, and

Office Manager Judy Clarke, a new headquarters was set up in a leased facility in the vicinity of Fort Worth's Arts District. Our new address is 3000 Landers Street, Fort Worth, Texas 76107 (if you've sent mail to our old address, don't worry, it'll be forwarded until next September). Otherwise, our phone and fax numbers remain the same, along with our e-mail addresses. So, IGS^{Fall2009} is not IGS^{Summer2009}, and IGS²⁰¹⁰ will be a time for us to continue to review and modify our operations and arrangements as we strive to create a sustainable Institute devoted to time-binding and our non-Aristotelian perspective. In the meantime, we have much to take pride in, following a highly successful conference held at Fordham's Lincoln Center campus in New York City on the weekend of September 11-13, and the high quality of articles being published in our journals, *ETC: A Review of General Semantics*, and the *General Semantics Bulletin*. With that in mind, why not consider a gift membership to the IGS for this holiday season, or when the next birthday, anniversary or special occasion rolls around?

A Time-Binding and Spell-Binding Alfred Korzybski Memorial Lecture



The 57th Alfred Korzybski Memorial Lecture was delivered by anthropologist Mary Catherine Bateson (left), the daughter of Gregory Bateson (1970 AKMLer) and Margaret Mead. Appropriately enough, her lecture was entitled, "The Changing Shapes of Lives: Making Meaning Across Time." Bateson's lecture addressed the unprecedented experience of the contemporary extended lifespan, and concomitant situation of multigenerational families, emphasizing the

potential benefits that these changes offer to society. Her insightful analysis, coupled with a dramatic delivery, made for an AKML that was at once time-binding in more ways than one, and as far as the audience was concerned, altogether spell-binding.

A Successful International Conference

Our 3-day conference, *Across the Generations: Legacies of Hope and Meaning*, held at Fordham University's Lincoln Center Campus in New York City on September 11-13, was a great success, with over 80 participants, and over 300 individuals in attendance.

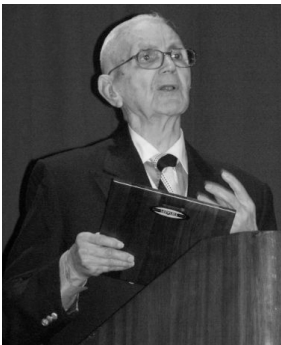


In addition to a memorable Alfred Korzybski Memorial Lecture on the part of Mary Catherine Bateson, highlights of the conference's rich and diverse program include a lecture by archeologist Denise Schmandt-Besserat (left) on the symbolism of the human body in ancient Mesopotamian art, a presentation on the educational potential of computer technology from a non-Aristotelian perspective by computing pioneer Alan Kay, and a panel discussion on minds and meanings

featuring Jerome Bruner (far right sitting next to Alan Kay, as they listen to Denise Schmandt-Besserat's talk), Renee Hobbs, Kenneth Gergen, and Thom Gencarelli. Also quite distinctive were two musical programs, *Thus Spoke the Spectacle* by Eric Goodman and Mike Stevens, and a special performance by John Watts, formerly the driving force behind the 80s new wave band Fischer-Z, performing songs from his new album, *Morethanmusic*, as well as other selections. As an added bonus, Watts was accompanied on the drums by the Institute's Ambassador-At-Large, Milton Dawes (in the photo on the left, John Watts on the far left performs while Milton Dawes sets the beat). Space does not permit a full accounting of the numerous outstanding presentations on the part of Corey Anton, Thierry Bardini, Michael Ben-Eli, Eva Berger, Laura Bertone, Bruce Kodish, Paul Levinson, Pier Marton, B. W. Powe, Robert Priest, Paul Ryan, Frank Scardilli, Tyler Volk, and so many others.



The 2009 J. Talbot Winchell Award Presented to Frank Scardilli



Noted attorney, Chief Mediator for the U.S. Court of Appeals, and IGS Trustee Frank Scardilli (left), was the recipient of the 2009 J. Talbot Winchell Award, in recognition of his 55 years of indispensable contributions, accomplishments, and time-binding efforts in service to the Institute of General Semantics. The Award was presented just prior to the AKML, as was the first Samuel I. Hayakawa Book Prize, which was won by Laura Bertone (far left, being presented with the Prize by IGS



President Martin Levinson), for her 2006 publication, *The Hidden Side of Babel: Unveiling Cognition, Intelligence and Sense*. Also, Christine Nystrom, retired professor of media ecology at New York University, was presented with a special award in recognition of her dedication to the teaching of general semantics, language and human behavior, and the study of symbolic communication.

Our Newest Trustee



With the addition of Thierry Bardini to the Board of Trustees of the Institute of General Semantics, Canada is once again represented on our board, and our connection to France is reinforced. Thierry is Associate Professor in the Department of Communication at the Université de Montréal, Canada, where he co-directs the Workshop in Radical Empiricism. A native of France, he holds a degree in agronomy (ENSA Montpellier, 1986) and a PhD in sociology (Paris X Nanterre, 1991). His second book entitled *Junkware: The Coming of Homo Nexus* is forthcoming in 2010 by the University of Minnesota Press. In 2000, he published *Bootstrapping: Douglas Engelbart, Coevolution, and the Origins of Personal Computing*, via Stanford University Press. In the photo at left, he is shown in the midst of a major presentation on "When the Map Becomes the Territory:

Korzybski and Cyberculture," at the *Across the Generations* conference this past September.

The French Connection



On October 3rd, the Institute sponsored "A Friendly Introductory Workshop on General Semantics" organized and led by IGS Secretary Vanessa Biard-Schaeffer (left). The workshop was held in Paris, with 20 participants from diverse backgrounds, and took place in the Irish Cultural Center in the Latin Quarter of the City of Lights. The participants are shown on the right standing in front of the historic 17th/18th century building in which the workshop took place. The workshop generated great enthusiasm, and more classes and events are planned for the future, in the city that Jean-Luc Godard portrayed as the home of the Institute of General Semantics in his classic 1965 film, *Alphaville*.



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The Ethical Connection

As noted in the last issue of *Time-Bindings*, general semantics has been cited in the past for its contributions to journalism ethics, and it is only fitting that the IGS is now a co-sponsor of *Media Ethics* magazine <<http://www.mediaethicsmagazine.com>>. IGS Trustees Corey Anton and Thom Gencarelli have been added to the Editorial Board of *Media Ethics* as Contributing Editors, and will join the other voices already writing for the magazine, some of whom are well-versed in our approach. For example, a recent contribution by Paulette D. Kilmer, entitled "Two-Valued Orientation—Mirror Opposite of Aristotle's Golden Mean," draws on S. I. Hayakawa's *Language in Thought and Action* to argue for the need for a multi-valued orientation in journalism.

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