



INSTITUTE OF GENERAL SEMANTICS

**CALL FOR PAPERS**  
*an invitation from  
the Institute of General Semantics*

***ETC: A Review of General Semantics***

An interdisciplinary quarterly published by the Institute of General Semantics

*ETC* welcomes submissions about the symbolic environments that humans spend their time in. We are interested in approaches to the nature of language, how we make what we call meaning, and how we can be better meaning-makers through an understanding of the relationships among symbols, mind, meaning, language, thought, and culture.

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

1. Articles about the symbolic environment, emerging or persisting metaphors, current or historical study of symbol use which advance the academic understanding of symbols and human behavior and culture.
2. Cases and observations of language use and misuse in politics, commerce, relationships, and self-talk which contribute to our personal understanding of the relationship of symbols and behavior.
3. Instructional schemata for educators to illustrate general semantics principles: lesson plans, activities, demonstrations, etc.
4. Poems, diagrams, short fiction, artwork, or other vehicles for thought which 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.

**Writer's Guidelines for  
*ETC: A Review of General Semantics***

1. We accept manuscripts electronically. Microsoft Word is preferred; if you use another program, saving your file and in "rtf" format is usually effective. E-mail documents as attachments to PetkanasW@wcsu.edu. Contact us if there are technical issues.
2. Since we are an interdisciplinary community, writers are invited to use the citation and referencing style of their choice (APA, MLA, Chicago).
3. Use, but do not rely on, spell checking and proofreading aids.
4. Include photos, illustrations, and graphics in the document and please also send them as separate files. Acceptable formats are JPG, JPEG, GIF, TIF, and BMP. Graphics should be as high resolution as available. Permissions for copyrighted material are the responsibility of the author. Please contact the Editor for assistance.
5. Please do not use automated footnote or note referencing programs.
6. We especially encourage submissions by students.
7. If you submit an article that has been previously published, please obtain reprint permissions prior to submission to *ETC* and provide such permission with the submission.

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