Communicating in the 21st Century

Sponsored by the Institute of General Semantics

Co-sponsored by the
New York Society for General Semantics
Media Ecology Association
Friends of the Institute of Noetic Sciences
Lifwynn Foundation for Social Research

October 28-30, 2011
Princeton Club
15 west 43rd Street
New York, New York

Featuring the 59th Annual Alfred Korzybski Memorial Lecture

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Sanford Berman
AKML Dinner/Weekend Symposium 2011
Princeton Club
15 W. 45 Street
New York City

Friday, October 28

5:30-6:30 PM  Registration, Happy Hour, Cash Bar

6:30-8:00 PM  AKML Dinner (reservations required by October 18) and Awards Presentations

8:00 PM  The Fifty-Ninth Alfred Korzybski Memorial Lecture:
*Alone Together: Why We Expect More From Technology and Less From Each Other*

Sherry Turkle—Massachusetts Institute of Technology
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<td>2003</td>
<td>Sanford I. Berman</td>
<td>1983</td>
<td>Allen Walker Read</td>
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<td>Joost A. M. Meerloo, M.D.</td>
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<td>1999</td>
<td>Ellen J. Langer</td>
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<td>Don Fabun</td>
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<td>1995</td>
<td>Nicholas Johnson</td>
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<td>Harley C. Shands, M.D.</td>
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<td>Warren M. Robbins</td>
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2011

J. Talbot Winchell Award to

Balvant K. Parekh

In Recognition of his
Indispensable Contributions,
Accomplishments, and Time-Binding Efforts in
Service to
the Field of General Semantics

October 28, 2011
The Institute of General Semantics

Proudly Presents

The 2011 Samuel I. Hayakawa Book Prize to

Bruce I. Kodish

for

*Korzybski: A Biography*

October 28, 2011
Saturday, October 29

8:00-9:00 AM  Registration and Breakfast

9:00-10:30 AM  Communication Formulations—Past, Present, and Future
Moderator: Martin H. Levinson  
*Marshall Arts: Retrieving McLuhan for Communication Scholars*  
Curry Chandler—University of Central Florida  
*Making Humanity Whole Again: Myth, Identification, and Structural Paradox in the Theory of Marshall McLuhan*  
Colin J. Campbell—York University  
*Diasporic Creativity as a Non-Aristotelian Mode of Communication*  
Deepa Mishra—Balvant Parekh Centre  
*Study, Solitude, and Solidarity*  
Corey Anton—Grand Valley State University

10:30-11:15 AM  GS and Rational-Emotive-Behavior Therapy
*The Influence of General Semantics on Rational Emotive Behavior Therapy*  
Kristene Doyle—Albert Ellis Institute

11:15-11:30 AM  Refreshment Break

11:30-1:00 PM  Communication Evaluations for the 21st Century
Moderator: Jacqueline J. Rudig  
*Alfred Korzybski/Lancelot Law Whyte: A Meeting of Minds....And a Challenge*  
Hillel Schiller—Independent scholar  
*Vision in Motion; Seeing the World on the Objective Level*  
Lloyd Gilden—Lifwynn Foundation for Social Research  
*The Humanities in the Digital Age*  
Prafulla C. Kar—Balvent Parekh Centre  
*Making Sense of Public Relations Ethics: The Case for Mindful Learning in Communication Crises*  
Jonathan Slater—SUNY Plattsburgh

1:00 PM-2:30 PM  Lunch

2:30-4:00 PM  Out-of-the-Box Abstracting
Moderator: Martin H. Levinson  
*Window-view*  
Devkumar Trivedi—Balvant Parekh Centre  
*Abstracting in a Hyper-Mediated Environment: Fiction Depersonalization Syndrome*  
David Zweig—Writer, lecturer, and musician  
*Transmedia Relations: Social Media, Self-broadcasting and Internet Projects*  
Aimee Davison, New media producer and social marketer  
*The Canvas is Not the Territory*  
Dominic Heffer
4:00-4:45 PM  Korzybski’s Legacy
Korzybski’s Legacy: What Is It? How Do We Carry It On?
Bruce I. Kodish—Independent scholar

4:45-5:00 PM  Refreshment Break

5:00-6:30 PM  Communication Mindsets: GS Singing and Writing “Primers”
Moderator: Corey Anton
Semantically Shaping the Twenty-First Mindset with Song: Aloneness Embedded Through Musical Residue
Susan L. Cook—Metropolitan State College of Denver
Karen R. Krupar—Metropolitan State College of Denver
Reflections on Writing in the Twenty-first Century and GS Strategies for Teaching It
Philip Vassallo—Writing program designer and teacher
Teaching Writing Through General Semantics and General Semantics Through Writing—A Stylistic Approach
Richard Fiordo—University of North Dakota

Sunday, October 30

8:00 AM-9:00 AM  Breakfast

9:00-10:00 AM  New Scholars
Moderator: Martin H. Levinson
Korzybski Goes to College: General Semantics and Interdisciplinary Education
Blake Seidenshaw—Columbia University Teachers College
Chris Moffett—Columbia University Teachers College
Victoria Netanus—Columbia University Teachers College
David Backer—Columbia University Teachers College

10:00-10:30 AM  Refreshment Break

10:30 AM-1 PM  Whither General Semantics
An Audience Round Table Discussion on the Direction and Future of GS
Martin H. Levinson, IGS President, Moderator
About the Participants


David Backer is a doctoral student in Philosophy and Education. His academic interests are group discussion pedagogies and social and political philosophies. Among other things he edits fictiondaily.org, an online literary aggregator, and has published some of his own fiction, non-fiction, and translations. He also practices meditation and plays old-time banjo.

Colin J. Campbell (PhD, Social and Political Thought, York University, 2008) is currently working in the post-secondary education sector on a contractually limited basis. His research and publications, which have ranged from psychoanalysis to ecology, from political theory to theory of religion (including a dissertation on George Bataille and René Girard), gravitates toward a constellation of thinkers who have attempted to think beyond the limits of conceptual identity (T.W. Adorno, Herbert Marcuse, Judith Butler, Alfred Korzybski, Lev Shestov, George Bataille, and many others.)

Curry Chandler is a graduate student at the University of Central Florida. He discovered general semantics while an undergraduate at Pepperdine University and has found great benefit in the application of its principles. His research interests include media effects, media ecology, and critical/cultural communication studies.

Susan L. Cook, Ph.D., Professor of Technical Communication and Communication Arts and Sciences at Metropolitan State College of Denver, teaches communication law, organizational communication courses, environmental communication, and cultural communication topics. Her research interests include application of multidisciplinary methods to examine new answers to current questions facing the global community.

Aimee Davison is a new media producer, social media marketer, YouTube creator and host from Montreal, Quebec, Canada. She has been published in online publications such as The Huffington Post, TheFrisky.com and SheDoesTheCity.com. Her YouTube videos have received over 1 million upload views and she recently was accepted into YouTube’s new monetization program.

Kristene Doyle is the Director of the Albert Ellis Institute. She is a fellow, supervisor and diplomate in Rational Emotive and Cognitive Behavior Therapy. She holds a Ph.D. in Clinical and School Psychology, and a Sc.D. from The International Institute for the Advanced Studies of Psychotherapy and Applied Mental Health of the Babes-Bolyai University in Cluj-Napoca, Romania.
Richard Fiordo became interested in general semantics as an undergraduate English major at Northern Illinois University and developed his interest at San Francisco State University as a graduate student in Speech. His dissertation at the University of Illinois at Urbana addressed the empirical semiotic of Charles Morris. Fiordo’s publications have been primarily on general semantics, semiotics, rhetoric, and dialectics. He has served in higher education in the USA and Canada.

Lloyd Gilden has taught undergraduate and graduate courses in psychology at Queens College CUNY for 30 years, while also engaging in brain research. Concurrently, he has developed a psychotherapy practice and is the president of the Lifwynn Foundation for Social Research, originally created by Trigant Burrow. The Foundation has ongoing group meetings and conferences, focusing on the causes and resolution of human conflict.

Dominic Heffer is a Painter, born in London in 1978. He came into contact with General Semantics through the work of Robert Anton Wilson about ten years ago and has often since returned to the methodologies of General Semantics to inform, and help evaluate the 'language' of painting. He currently lives and works in Kingston upon Hull, Yorkshire, England.

Prafulla C. Kar is currently the director of Balvant Parekh Centre for General Semantics and Other Human Sciences and of the Centre for Contemporary Theory, both located in Baroda, India. He was Professor and Chair, Department of English, The Maharaja Sayajirao University of Baroda, and was Deputy Director and Academic Fellow of the America Studies Research Centre, Hyderabad, India. He also is one of the editors of Journal of Contemporary Thought, published by Forum on Contemporary Theory. His areas of specialization are American Studies, and Literary Criticism and Theory.

Bruce I. Kodish is widely recognized for his authoritative knowledge of Alfred Korzybski’s life and work. He spent seven years researching and writing Korzybski: A Biography. With his wife Susan Presby Kodish, he has had the privilege of studying and working as a colleague with some of Korzybski’s closest co-workers and their students, serving for many years on the staffs of the IGS seminar-workshops, the General Semantics Bulletin and Time-Bindings (the IGS Newsletter). Bruce helped edit the Fifth Edition of Science and Sanity and, with Susan, wrote the renowned introduction to Korzybski and GS, Drive Yourself Sane: Using the Uncommon Sense of General Semantics recently published in its Third Edition. A physical therapist in Pasadena, California, Bruce also wrote Back Pain Solutions and Dare to Inquire.

Karen R. Krupar, Ph.D., Professor of Communication Arts and Sciences at Metropolitan State College of Denver, is a former rhetorician who has devoted the last twenty years to research and teaching in the area of organizational communication. An active and avid researcher examining language, identity, change, and development, she has presented topics both nationally and internationally relevant to the global changes we are now experiencing.

Martin H. Levinson, PhD, is the President of the Institute of General Semantics and the author of numerous articles and several books on general semantics and other subjects. His latest book is Brooklyn Boomer: Growing Up in the Fifties (2011).
Deepa Mishra has had teaching experience of fifteen years at the undergraduate and postgraduate level. She is co-editor of *Anekan: A Journal of Polysemic Thought*, published by Balvant Parekh Center, Institute of General Semantics, Baroda, India and on the editorial board of *New Voices: A Multilingual National Journal of Multidisciplinary Studies* and *Writing Today: International Journal of Studies in English*. She attended a six week Summer School at Cornell University, Ithaca, organized by School of Criticism and Theory and was the Coordinator of the First Workshop on General Semantics organized by the University of Mumbai and Forum of Contemporary Theory.

Chris Moffett engages the philosophical imagery of education, the ways we imagine forming and being formed by our environments. Sitting in a chair, or refusing to sit still, becomes a form of pedagogy. He presents and consults on the architecture and design of education. He writes things at [www.splittingskulls.com](http://www.splittingskulls.com).

Victoria Netanus is pursuing her Ed.M in Sociology and Education at Columbia University Teachers College. Her interests include Educational Policy, Integrative Arts Education, and Interdisciplinary investigations of poverty, identity, creativity, and power.

Jacqueline J. Rudig has served on the Institute of General Semantics Board of Trustees since 2003. For the past four years she has held the IGS position of vice president. Jackie hails from Milwaukee, Wisconsin where she practices an extensional and multi-valued orientation in her work as adjunct professor at Alverno College, independent writer, and real estate investor.

Hillel Schiller is an independent Scholar who has taught at The New School for Social Research, and Bernard Baruch College, CUNY. He was a teacher trainer of early childhood instructors and has taught courses in visual literacy, process philosophy, and contextual perception.

Blake Seidenshaw is a contributing editor at ecogradients.com, an online journal of interdisciplinary culture and education currently accepting submissions for its 5th issue. He is an Ashtangi, a Musician, a Chef, and a fellow of Columbia University’s Philosophy Outreach Program. As a Doctoral candidate at Teachers College, his research interests include: interdisciplinary pedagogy and curriculum design, the history of philosophy and the natural sciences, and contemporary (cosmo)political (ethno)ecology.

Jonathan Slater, an associate professor, coordinates the public relations program in the Center for Communication and Journalism at SUNY Plattsburgh. During his career of more than 30 years, he has worked in public relations, international advertising, economic development, public television, and, of course, the classroom. Slater received his doctorate in Media Ecology from New York University.

Devkumar Trivedi is a widely experienced and traveled policy maker, former Secretary to the Government of Delhi, administrator, artist, and academician. He is now engaged with educational management and is a trustee and roving faculty member on general semantics with the Balvant Parekh Centre for General Semantics and Other Human Sciences at Vadodara, India. At seventy-three years of age, and as someone exposed to the continuing confluence of scholastic influences, he is increasingly convinced that he is an oceanic encyclopedia of unplumbed ignorance.
Philip Vassallo, PhD, designs, teaches, and manages writing programs in corporate and virtual environments throughout the world. Dr. Vassallo has authored four books, *How to Write Fast Under Pressure*, *The Art of E-Mail Writing*, *The Art of On-the-Job-Writing*, and *The Inwardness of the Outward Gaze: Learning and Teaching Through Philosophy*, and six of his short plays are licensed for production. A member of IGS since 1989, he has contributed to *ETC: A Review of General Semantics* more than 40 pieces, including a play, poetry, and essays on writing, education, philosophy, and society. He holds a doctorate in educational theory from Rutgers University.

David Zweig is a writer, lecturer, and musician from Brooklyn, NY. Hailed as a "symphonic pop prodigy" by the music press, Zweig's albums are critically acclaimed. His debut novel, *Swimming Inside the Sun*, was praised as a "terrific debut from a talented writer" by Kirkus. He is currently writing a book centered on his hypothesis, Fiction Depersonalization Syndrome, which explores how our highly mediated environment affects one's sense of self.
CALL FOR PAPERS

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 ideal 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 editor-etc@generalsemantics.org. 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 resolutions 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.

E-mail to: editor-etc@generalsemantics.org

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