Katherine Shepard  

Cover Art “Two Good Ropes”

In this Issue

Editorial
Paul Dennithorne Johnston

If the Word is not the Thing, Why Call it a Piece of Writing?

Steve Stockdale

From the Executive Director: Eating Menus in 2004

Martin H. Levinson

Time-binding Time: A History of Time-Measurement and Time-Management in America

Profile: Andrea Johnson

Media Literacy, General Semantics, and K-12 Education

Renee Hobbs

Media Literacy and General Semantics

Gregg Hoffmann

Everything Means Something Else

Philip Vassallo

The Twelfth International Conference on General Semantics

Conference Comments

Thank You for Your Support

Andrea Johnson

List of Contributors

Robert P. Pula

From the Pen of Bob Pula

Metaphors in Action
Raymond Gozzi, Jr.

Where is the “Message” in Communication Models?

General Semantics Basics
Gregory Sawin

General Semantics for Better Transferable Job Skills

Education
David F. Maas

Exploring Time-Binding Formulations with William Wordsworth

Words on the Line
Philip Vassallo

Turning Emotional Energy into Purposeful Writing

Books
Martin H. Levinson

Retrospect

Copyright © 2004 by the Institute of General Semantics
IN THIS ISSUE, we celebrate the merger of the International Society for General Semantics with the Institute of General Semantics, as well as the participation of many astute students of general semantics in the Twelfth International Conference on General Semantics.

We haven’t always been so conscious of time bulldozing on irrevocably. Is that perhaps why we sometimes feel nostalgic yearnings for simpler times? Martin Levinson explores the development of mechanical and electronic time-keeping in his, dare we say it, timely, *Time-binding Time: A History of Time-Measurement and Time-Management in America*.

The new President of the IGS Board of Trustees is featured in this issue’s *Profile: Andrea Johnson*.

Two of our media mavens turn mindfully to meaty matters: journalist and educator Gregg Hoffman looks at *Media Literacy and General Semantics*, while educator Renee Hobbs discusses *Media Literacy, General Semantics, and K-12 Education*.

That there are as many meanings as there are people to interpret them is not news to us, but here’s a new scene for *Everything Means Something Else*, a one-act play by Philip Vassallo that was staged at several New York venues.

Of the *Conference Papers* presented at the Twelfth International Conference on General Semantics, we present abstracts, excerpts, and several complete papers. Enjoy the feast!
For feedback from attendees at the Twelfth International, see their varied Conference Comments. “For me, the Las Vegas Conference was like finding a desert oasis after a long, parched intellectual trek,” notes attendee Bob Eddy.

Our tribute to a talented and respected GS author and educator includes his own words in From the Pen of Bob Pula, selected by Robert Potter. (As this journal went to press, a former editor of ETC, Jeremy Klein, e-mailed us, “Working with Bob as editor of his General Semantics Glossary: Pula’s Guide for the Perplexed enabled me to relearn the system from the inside out. What an extraordinary scholar, wit, philosopher, and embodiment of the life force (pace Bob) we have lost. It grieves me to say we will not see or hear his like again.”

Models can help us understand what goes on, but not always, notes Raymond Gozzi, Jr., as he investigates Where is the “Message” in Communication Models?

In this age of specialization, you also need skills that you can take with you, as Gregory Sawin tells us in General Semantics for Better Transferable Job Skills. Greg died in March, a great loss to family, friends, and the general semantics community. Please see our note at the end of his article.

David F. Maas recounts how Wordsworth stored up memories and images of pleasing times and environments, and saved them for their restorative effect when in gloomy surroundings in Exploring Time-Binding Formulations with William Wordsworth.

Feeling angry at workplace problems? Philip Vassallo says try Turning Emotional Energy into Purposeful Writing, as you use the energy to write your response, but you don’t press send until you’ve taken time to cool off.