EDITOR, *ETC: A REVIEW OF GENERAL SEMANTICS*, Ed Tywoniak
WEBMASTER, Ben Hauck

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AKML Dinner/Weekend Symposium 2017
Princeton Club
15 West 43rd Street
New York City

Friday, October 27

6:00-6:30 PM  Registration, Happy Hour, Cash Bar

6:30-8:00 PM  AKML Dinner and Awards Presentations

8:00 PM  The Sixty-Fifth Annual Alfred Korzybski Memorial Lecture:
Politics 2017: Crazy Talk, Stupid Talk
Terence P. Moran
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The Trustees of the Institute of General Semantics

Proudly Present

The 2017 Samuel I. Hayakawa Book Prize to

Tom Wolfe

for

*The Kingdom of Speech*

October 27, 2017
The Trustees of the Institute of General Semantics

Proudly Present

The 2017 J. Talbot Winchell Award to

Lee Thayer

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

October 27, 2017
Saturday, October 28

8:00-9:00 AM  Registration and Breakfast

9:00-10:15 AM  Communication Outlooks
Moderator: Jacqueline Rudig
*Communication: The Act and Art of Taking-for-Granted*
Corey Anton—Grand Valley State University

*Ethics With or Without Principles? Moral Reasoning through General Semantics*
Jonathan Slater—SUNY Plattsburgh

*When the Surreal Becomes Real: Current Reflections on Politics, Language, Culture and the Digital*
Ed Tywoniak—Saint Mary’s College of California

*Iconoclash: Modern Paradoxes of the Image*
Paul Lippert—East Stroudsburg University

10:15-10:45 AM  Models and Muddles: General Semantics, Communication Studies, and Media Ecology
Lance Strate—Fordham University

10:45-11:00 AM  Refreshment Break

11:00-12:15 PM  Maps and Territories
Moderator: Corey Anton

*Dark Nets and Disruptive Practices*
Thom Gencarelli—Manhattan College

*Wabi Sabi: An Aesthetic of Impermanence and Imperfection*
Michael Plugh—Manhattan College

*The Rhetoric of and About Divination: A Response to Neil Postman*
Tim Lyons—University of Colorado at Boulder

*General Semantics in an Age of Lunacy*
Michael Fandal—Independent Scholar

12:15-1:45 PM  Lunch

1:45-3:00 PM  Time-Binding Perspectives
Moderator: Ed Tywoniak

*I Feel that . . . I Feel like: Problems Big and Small from these Levels of Abstraction*
Mark Bernstein—University of Pennsylvania

*Crazy, Stupid, Talking Painting*
Dom Heffer—Independent Scholar

*How to Communicate More Competently*
Olivia Brownlee—Independent Scholar

*Practical Fairy Tales for Everyday Living*
Martin H. Levinson—Institute of General Semantics

3:00-3:30 PM  Refracted Facts in the Holes of Oblivion: The “Crazy Talk” of “Checking In”
Adeena Karasick—Pratt Institute

3:30-3:45 PM  Refreshment Break

3:45-5:00 PM  Theory and Practice
Moderator: Thom Gencarelli

IDLE WORDS: Role Fixation, Self-Reflexiveness, Lying, and the Work of George Gurdjieff
Robin Levenson—LaGuardia Community College

Material Information and Meaning
Glenn Hibbard—University of Toronto

General Semantics Language and Politics: Politics An Unrecognized and Unexplored Branch of Psychology and Human Ethics
Milton Dawes—Institute of General Semantics, Ambassador at Large

Judging Measurements as Maps: Crazy & Stupid vs. Healthy & Smart Ways of Science and Sanity – Updating Maps in an Ever-Changing World
Richard Fiordo—University of North Dakota

Sunday, October 29

8:00-9:00 AM Breakfast

9:00-10:15 AM A General Semantics Potpourri: Part I
Moderator: Lance Strate
The “Crazy” Sustainability Language in Eleanor Cameron’s Mid-Twentieth Century Children's Novel The Wonderful Flight To The Mushroom Planet Is Suddenly Groundbreaking In Relation to Current Ecological Plant-Based Urban Planning
Marleen Barr—City University of New York

Non-Dual Relations
Lloyd Gilden—Queens College

The Assertion of the Small
Sthitipragnya Dash—Hinduja College

General Semantics and Music: A Critical Analysis of Irving Berlin's 'What'll I do?'
Julian Costa—Pace University

10:15-10:30 AM Refreshment Break

10:30-11:30 AM A General Semantics Potpourri: Part II
Moderator: Martin H. Levinson
The “Myth” of General Semantics
Colin Campbell—York University

The Man Who Knew Coolidge: Being the Soul of Lowell Schmaltz, Constructive and Nordic Citizen
Gary H. Mayer—Stephen F. Austin State University

Aristotle and Postman on Language
Laura Trujillo—Universidad Panamericana

11:30-12:00 PM Close

About the Participants
Corey Anton, professor of communication studies at Grand Valley State University, is author of: *Selfhood and Authenticity, Sources of Significance: Worldly Rejuvenation and Neo-Stoic Heroism, Communication Uncovered: General Semantics and Media Ecology*; the editor of *Valuation and Media Ecology: Ethics, Morals, and Laws*; and co-editor (with Lance Strate), of *Korzybski And...*; and is co-editor (along with Robert K. Logan and Lance Strate) of *Taking Up McLuhan's Cause: Perspectives on Media and Formal Causality*. He is past editor of the journal *Explorations in Media Ecology*, a Fellow of the International Communicology, and, he currently serves on the Advisory Council of the Media Ecology Association and as Vice-President of the Institute of General Semantics.

**Marleen S. Barr** is known for her pioneering work in feminist science fiction and teaches English at the City University of New York. She has won the Science Fiction Research Association Pilgrim Award for lifetime achievement in science fiction criticism. Barr is the author of *Alien to Femininity: Speculative Fiction and Feminist Theory, Lost in Space: Probing Feminist Science Fiction and Beyond, Feminist Fabulation: Space/Postmodern Fiction,* and *Genre Fission: A New Discourse Practice for Cultural Studies*. Barr has edited many anthologies and co-edited the science fiction issue of *PMLA*. She is the author of the novels *Oy Pioneer!* and *Oy Feminist Planets: A Fake Memoir.*

**Dr. Mark (Mickey) Bernstein** received his BS, MD, and PhD from the University of Pennsylvania. A psychiatrist in practice for 40 years, he is also a Clinical Professor of Psychiatry in the Department of Psychiatry at the Perelman School of Medicine of the University of Pennsylvania, where he teaches third year residents in psychiatry. In 2015 he was the recipient of the Clinical Faculty Teaching Award. He has been an active member of the American Association of Marriage and Family Therapy, and is a member of state and national medical and psychiatric societies. He is a member of the Institute of General Semantics. Mickey was introduced to general semantics as a high school senior through a course in *Language in Thought and Action* (Hayakawa). He incorporates principles of general semantics into his psychotherapeutic approach to patients.

**Olivia Brownlee** is a musician, songwriter, recording artist, and musical director in Los Angeles. Holding an MA in Theatre Education for Social Change from Emerson College in Boston, Brownlee is currently developing a project that teaches Music as a Language—a pedagogical curriculum designed to nurture effective listening skills in humans. A long history in the performing arts, a penchant for parables, and deep interest in universal languages has equipped Brownlee with fluid navigational skills in many sundry semantic environments.

**Colin J. Campbell** lectures in a sessional capacity at York University and OCAD University in Toronto, Canada. He is enjoying incorporating general semantics and cybernetics into classes on communication, technology, and popular culture. He is currently working on a book comparing and contrasting Marxism-Situationism (Guy Debord's theory of “the spectacle”) with the cybernetic thought of Alfred Korzybski and Gregory Bateson.

**Julian Costa** is a graduate of the media, communication and technology program at East Stroudsburg University. He has taught courses in communication theory, mass media, public speaking, and interpersonal communication, in addition to several business courses. His main research interest is in the area of semiotics, particularly relating to user interface design. Costa enjoys incorporating Hayakawa’s *Language in Thought and Action* in his introductory courses.
Sthitipragnya Dash is a graduate in Economics from F.M University in Odisha and a post graduate in journalism and mass communication from the University of Mumbai. Currently he works as a news curator with Scroll, which is an award winning Indian origin political and cultural daily website. He is also a visiting faculty member at Hinduja College in Mumbai where he teaches Public Relations and Communication theory to post graduate students. He holds an M.Phil degree in Central Eurasian studies from the University of Mumbai. His core area of interest has been in international relations, communications, general semantics, economics and leadership management and he has presented at various world conferences and seminars on topics ranging from India's foreign policy, to BRICS in the new world era, to a student’s perspective on General Semantics. He has published articles on leadership and management in The Leadership Review magazine where he worked previously as a sub-editor.

Milton Dawes (Ambassador at Large, Institute of General Semantics) has over the past 45 years, facilitated seminar-workshops to organizations, colleges, students, professionals, and others, in America, Canada, and Australia. He has presented papers at five International Conferences on general semantics. Dawes was presented the J. Talbot Winchell Award for Outstanding Contributions to General Semantics and also The Irving J. Lee Award for Excellence in Teaching General Semantics. Many of his articles on general semantics principles-and-practice (See miltondawes.com) have been published in ETC, the IGS interdisciplinary quarterly, and in Anekaant: A Journal of Polysemic Thought—published by Balvant Parekh Centre for General Semantics & Other Sciences (Baroda, India). Dawes draws on a wide range of skills and experiences from his diverse interests to enliven his teaching. These include being a former member of: The National Dance Theater of Jamaica, a 60’s rock and roll band, The Jamaica Folk Singers, and the "Jamaica Pistol Team" to the Pan American Games, Winnipeg, Canada (1967). He also teaches African rhythms and is one of the seven who started the "Tam Tam" (African drumming) on Mount Royal in Montreal Canada. He was a Mr. Jamaica Body Building contestant.

Michael Fandal (BA Hunter College, 1971) discovered general semantics at Hunter College. As a young police officer, he attended a GS workshop led by Allen Flagg and used GS formulations as a crime fighter, public school teacher, and Ernest Desire the Clown, a character he cooked up to promote an earnest desire to curb crime. He has run ten marathons and a few short triathlons. He has run for political office, hosted a public access TV show, and clowned in the Macy's Thanksgiving, Coney Island Mermaid, and Village Halloween Parades. He was featured by Ripley's Believe It or Not as the “Cop Who's a Clown” and gave a talk at the National Shomrim Society on “Laughter and Law-enforcement/Partners in Crime-Fighting and Stress Reduction.” He is nearly done writing a book about a clown who strolls the ‘hood to make all feel good and this year has performed standup comedy at open mike 4 times landing enough laughs to give it another whirl. Professional affiliations include SAG-AFTRA and the NYPD Shomrim Society.

Richard Fiordo is Professor Emeritus of Communication, University of North Dakota. He holds a BA in English, an MA in Speech, and a PhD in Speech Communication. He studied general semantics in his MA program at San Francisco State College under S.I. Hayakawa and Richard Dettering. In 2011, his text with a general semantics inclination, Arguing in a Loud Whisper: A Civil Approach to Dispute Resolution was published. In 2015, Linus Books published his Narration as Communication: From Face-to-Face to Rich Media Storytelling. In 2017, with Dr. Norbert Gutenberg of the University des Saarlandes in Saarbrucken, Germany, he co-edited a text called Rhetoric in Europe: Philosophical Issues. Included in this publication was his general semantics related article titled “Richards’ Non-Aristotelian ‘New’ Rhetoric: Grounds for a Microscopic Rhetoric and a Macroscopic Hermeneutic.” He
taught communication and related subjects at universities in the US and Canada and served in administration at several US universities. His email is: richard.fiordo@und.edu.

Thom Gencarelli, PhD (NYU, 1993) is Professor and the founding Chair of the Communication Department at Manhattan College in Riverdale, New York. He is a Past President of the Media Ecology Association, the New York State Communication Association, the New Jersey Communication Association (twice), a member of the Board of Trustees of the Institute of General Semantics, and will become Editor of *ETC*, beginning with Volume 74 in 2018. Thom researches and writes about media literacy/media education, media ecology, and popular media and culture with an emphasis on popular music. He is co-editor (with Brian Cogan) of the anthology *Baby Boomers and Popular Culture: An Inquiry into America’s Most Powerful Generation* (ABC-Clio/Praeger, 2014), and is currently working on a book about language acquisition and cognitive development. He is also a songwriter, musician, and music producer, and has released two album-length works with his ensemble bluerace, *World is Ready* and *Beautiful Sky*. The group’s third, as yet untitled effort is due out in 2018.

Lloyd Gilden, Ph.D., is an Associate Professor, Emeritus, Department of Psychology, Queens College of the City University of New York. He has taught graduate and undergraduate courses in introductory psychology, human motivation, self-awareness, social psychology, and experimental psychology and has done research in neuropsychology: brain processes associated with voluntary movement, drug effects, breathing, and biofeedback. He is a licensed psychologist in New York since 1972 and provides psychotherapy for adolescents and adults, individuals, couples, and groups.

Dom Heffer is a British artist who's work consists of large scale paintings, installations and film works that prod away at the hidden workings of things; be that media, machine or cognitive processes. He has worked with arts organisations nationally and internationally, most recently working with UK City of Culture and The Estate of Francis Bacon, he is a member of the board of trustees of the Institute of General Semantics. He lives and works in Hull, East Yorkshire, England. For further information about Dom's work see: ideasinthevoid.com

Glenn D. Hibbard is a Professor of Materials Science and Engineering at the University of Toronto. He has held a Canada Research Chair in the Design of Hybrids Materials for the past five years. His research concerns the multi-scale design of new hybrids and he is particularly interested in material semantics and how lessons from the simples material systems can be used to inform the most complicated.

Adeena Karasick is a New York based poet, performer, cultural theorist and media artist and the author of eight books of poetry and poetics. Her Kabbalistically inflected, urban, Jewish feminist mashups have been described as “electricity in language” (Nicole Brossard), “proto-ecstatic jet-propulsive word torsion” (George Quasha), noted for their “cross-fertilization of punning and knowing, theatre and theory” (Charles Bernstein) "a twined virtuosity of mind and ear which leaves the reader deliciously lost in Karasick's signature ‘syllabic labyrinth’” (Craig Dworkin). Most recently is *Salomé: Woman of Valor* (University of Padova Press, Italy, 2017), and *The Medium is the Muse: Channeling Marshall McLuhan* (NeoPoiesis Press, 2014). She teaches Literature and Critical Theory for the Humanities and Media Studies Dept. at Pratt Institute, is co-founding Artistic Director of the KlezKanada Poetry Festival and Retreat, 2016 Andrew W. Mellon Foundation Award recipient and winner of the 2016 Voce Donna
Italia award for her contributions to feminist thinking. The “Adeena Karasick Archive” is established at Special Collections, Simon Fraser University.

**Robin Levenson** is Assistant Professor of Communication Studies at LaGuardia Community College. She taught at NYU’s Programs in “Media Ecology” and Ed. Theatre where she earned her PhD. Robin trained performers in Oklahoma City University’s BFA Acting Program, worked as an actor and voice-over artist in California. She has published articles with *Communications from the International Brecht Society*, *Dialogues in Social Justice Journal*, and, most recently, the book *Acting Chekhov in Translation: 4 Plays, 100 Ways*, with Peter Lang Publishers, Inc., New York, coming out next year.

**Martin H. Levinson** is the president of the Institute of General Semantics, treasurer of the New York Society for General Semantics, and book editor of *ETC: A Review of General Semantics*. He is the author of four books and numerous articles on general semantics. He has also authored a general semantics curriculum for middle school students and a general semantics continuing education study guide. Levinson holds a PhD from NYU in Organizational and Administrative Studies and lives in Forest Hills, New York.

**Paul Lippert** is a graduate of the media ecology program at New York University and was the Managing Editor of *ETC: A Review of General Semantics* in the 1980s. He is currently Professor of Communication at East Stroudsburg University, where he teaches film. His main research interest is about the historical origins, intellectual and cultural nature, and possible future of modernity.

**Tim Lyons** has been an instructor in Writing and Rhetoric at the University of Colorado at Boulder since 1988. He holds a B.A. in English Literature from Occidental College and an M.A. in Creative Writing from the Johns Hopkins University. He has published essays in *ETC: A Review of General Semantics*, *Vocabula*, and other publications. His *Make Straight Your Arrow: Student Writing, Critical Thinking, and General Semantics*, a textbook applying general semantics principles to college-level writing classes, was released by Cognella in 2016. He is also the author of *Your Hidden Face: Projection in the Horoscope* (American Federation of Astrologers, 2014) and *The Machine Stops: the Mayan Long Count Through a Western Lens* (AFA, 2012).

**Gary H. Mayer**, professor of mass communication at Stephen F. Austin State University (SFA) in Nacogdoches, Texas, grew up in Los Angeles and Houston. He earned BA degrees in journalism and psychology and a master’s degree in journalism from the University of Texas at Austin and a doctorate in English (modern American literature) from Baylor University. In addition to SFA, he has taught at Carson-Newman College in Jefferson City, Tennessee, Troy University in Alabama, and Texas A&M University-Commerce. At SFA he teaches both undergraduate and graduate courses, including Media Writing, Editing in the Converged Newsroom, Media Law, and Media Ethics. He has presented papers at numerous conferences and has published in journals such as the *Southwestern Mass Communication Journal*, *ETC: A Review of General Semantics*, *Media Law Notes*, and the *Sinclair Lewis Society Newsletter*. He and his wife, Judy, live in Nacogdoches.

**Michael Plugh** is an Assistant Professor of Communication at Manhattan College. He is currently Immediate Past-President of the New York State Communication Association and sits on the Board of the Media Ecology Association. His research interests include general semantics, media ecology, education, and Japanese culture and history.
Jacqueline Rudig is a long-time board member of both the Institute of General Semantics and the New York Society for General Semantics. She was a co-recipient of the 2015 J. Talbott Winchell award for outstanding service to the field of general semantics. Jackie lives, reads, writes, and teaches in Wauwatosa, WI.

Jonathan R. Slater directs the Institute for Ethics in Public Life at SUNY Plattsburgh, where he has been a member of the faculty since 1998, first teaching in the communication studies program and then founding the college’s public relations program. Slater, a graduate of the media ecology program at New York University, also currently chairs Plattsburgh State’s Journalism and Public Relations Department and heads the new Jewish Studies program on campus. He has been serving on Public Relations Society of America’s Board of Professional Standards (BEPS) for the last two years and occasionally writes about PR ethics for PRSA’s Tactics newspaper and PRSay blog. Slater has regularly co-led ethics master classes around the country for PR students and new PR practitioners. Prior to his teaching career, Slater held positions in public relations, advertising, economic development and public television.


Laura Trujillo has a Philosophy major as an undergraduate at Universidad Panamericana, she earned an MA in Philosophy at UNAM in México City and a PhD in History of Thought at Universidad Panamericana with a thesis on Formal Cause on Aristotle and Marshall McLuhan. She is a specialist in the relationship on Marshall McLuhan and Aristotle, Philosophy of Technology and Metaphysics.

Ed Tywoniak is Associate Professor and past chair of the department of Communication at Saint Mary’s College of California where he has served on the faculty in the School of Liberal Arts for over 35 years. Prof. Tywoniak also holds the position of Faculty Fellow for Curriculum and Technology, and is the director of the W. M. Keck Digital Media Lab. He is a member and past chair of the Division for Communication and the Future of the National Communication Association, and is a Trustee of the Institute of General Semantics, a member of the Board of Directors of the Media Ecology Association, and a member of the Board of Trustees of the School of Applied Theology of the Berkeley Graduate Theology Union. Prof. Tywoniak has written articles and scholarly papers and lectured on a broad array
of topics including the effects of mobile mediation on contemporary society, social movements of the 1960’s, the cosmology of Australia's indigenous peoples, Pythagoras and the classical Quadrivium, 3D technology and the making of the movie Avatar, and the audio technology of the Grateful Dead. He is co-author of undergraduate Communication textbook titled *Communication and Social Understanding* (Kendall Hunt, 2009) and is the editor of *ETC: A Review of General Semantics*. 
CALL FOR SUBMISSIONS

ETC: A Review of General Semantics, an interdisciplinary quarterly published by the Institute of General Semantics, 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.

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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.

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