

**GENERAL SEMANTICS:  
A SYSTEM FOR  
SUSTAINABLE LIVING**

**Phil Ardery**  
**Mission Critical Systems, Inc.**  
**Louisville, Kentucky**

Thursday, March 15, 7 PM  
(After the Annual Business and  
Election Meeting)  
Albert Ellis Institute, 45 East 65<sup>th</sup>  
Street  
NYSGS Members Free  
Non-members \$5

Negative human impact in the biosphere involves factors that training in general semantics can help to reverse. At the very least, the methods of general semantics can help buy time for future human generations to realize needed changes prescribed three-quarters of a century ago in Korzybski's seminal work on general semantics, *Science and Sanity*.

Phil Ardery will discuss some GS-related lessons for sustainable living from the works of general semanticist Charlotte Read, biologists Richard Dawkins and Alister Hardy, psychiatrist Trigant Burrow, and social scientists Gregory Bateson, Julian Jaynes, and Murray Bookchin, among others.

A civilization which cannot burst through its current abstractions is doomed to sterility after a very limited period of progress.

- Alfred North Whitehead

**MODERN ART**

**IMPACT,  
IMAGINATION,  
INSIGHT**

**Jackie Holtzman**  
**Artist**

**Paintings of Piet Mondrian and  
Harry Holtzman**

Albert Ellis Institute, 45 East 65<sup>th</sup>  
Street  
Thursday, April 12, 7 PM  
NYSGS Members Free  
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Signals communicate known meanings. Symbols provoke their audience to ask what it might mean.

Responding to symbols by inquiring about what something means rather than presuming to know its meaning, we can delay our reactions. The benefit of delaying our reactions is familiar to those versed in General Semantics and those interested in living more sanely.

Similarly, art of many kinds can train its audiences to delay their reactions through representations of a symbolic, rather than signal, nature.

Or, in the artwork of Piet Mondrian and Harry Holtzman, art can train its audiences to delay their reactions through non-representation and non-symbols. Such art can awaken an audience's sensory awareness in discouraging them from asking what the art means and encouraging them to feel what the art does to their senses.

Jackie Holtzman will take us on a journey toward delaying our reactions

using the art of Mondrian and her father, showing how their abstractions changed over time, affecting their artwork and audiences' semantic reactions to their artwork.

Modern artists have been, both consciously and unconsciously, seeking ways of abstracting different from those traditional in Western culture since the Renaissance.

- S. I. Hayakawa

**MEDIA ECOLOGY  
ASSOCIATION  
IN MEXICO CITY  
FOR 2007 CONVENTION**

The eighth annual meeting of the Media Ecology Association will take place June 6-10 in Mexico City, Mexico, with a theme of technology and transformation.

This 2007 convention will be the MEA's first annual meeting held outside the U.S.

Invited speakers include Katherine Hayles, US; Jay D. Bolter, US; Eric McLuhan, Canada; Jose Octavio Islas, Mexico; Joan Mayans, Spain; and Alejandro Piscitelli, Argentina.

The meeting site, the Tecnológico de Monterrey, was founded in 1943 by a group of Mexican entrepreneurs and executives. It is a private educational institution.

It is an age of inward exploration more exciting, possibly, than the exploration of new continents. We cannot any more take our integrations tailor-made as they are handed down by any one culture. We are compelled by historic necessity to examine all the possibilities – and, in one way or another, to try to roll our own. This is the larger, over-all task, in which modern artists are doing their part when they produce the kind of work they do.

- S. I. Hayakawa

**Annual Business  
and Election Meeting**

**March 15, 6:30 PM - Be Prompt !**

Members of the New York Society for General Semantics are urged to attend the Annual Business and Election Meeting. The Nominating Committee has recommended that the following members of the Board be re-elected for three year terms:

Lloyd Gilden      Juliet Nierenberg  
Martin Levinson      Roben Torosyan  
Katherine Liepe-Levinson

The Nominating Committee has recommended that the following member be elected to the Board for a three-year term:

Phil Ardery

Members may vote in person or by absentee ballot, which may be requested. Contact the Society at 212-532-1467.