

# VERBAL LEVEL

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The New York Society  
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A Non-Profit Educational Organization  
Founded September 9, 1946  
**Our 60<sup>th</sup> Anniversary**

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Monthly meetings are free for NYSGS members and \$5 for non-members. Yearly membership is \$35 for a single membership and \$45 for a joint membership. Students and seniors may join NYSGS for a reduced yearly membership of \$15.

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NYSGS  
144 East 36th St. #6C  
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Attn: Membership

## THE WORLD IN QUANDARIES

### COPING WITH CONTROVERSIAL COMMUNICATION IN THE GLOBAL VILLAGE

*Personal, Social, National, Cultural*

**An All-Day Symposium**  
**September 8, 2006**

### ANNIVERSARY CELEBRATIONS:

**60<sup>th</sup> – Wendell Johnson's**  
*People in Quandaries*  
**60<sup>th</sup> – Founding of**  
**New York Society for General Semantics**  
**8<sup>th</sup> – Founding of Media Ecology Association**

**Fordham University's**  
**Lincoln Center Campus**  
**Leon Lowenstein Hall**  
**113 West 60<sup>th</sup> Street, New York City**

**FREE Admission**  
*9:30 coffee, bagels, juice*

**NICHOLAS JOHNSON**  
**Keynote Speaker**  
**University of Iowa College of Law**  
**Former FCC Commissioner**

**Co-sponsored by**  
**New York Society for General Semantics**  
**Media Ecology Association**  
**Communication and Media Studies,**  
**Fordham University**  
**Institute of General Semantics**

## PROGRAM

10 AM  
**Welcoming Remarks**

10:15 AM  
**People in Quandaries: 60 Years Later**  
Martin Levinson, PhD  
Vice President, NYSGS, Trustee, IGS

10:45 AM  
**Cultural Evolution: Toward Greater Sanity**  
Lloyd Gilden, PhD  
President, Lifwynn Foundation

11:15 AM  
**Neil Postman's Advice on How to Live the**  
**Rest of Your Life**  
Janet Sternberg, PhD  
Executive Secretary, MEA  
Communication and Media Studies, Fordham  
University

11:45 AM  
**PANEL**  
**Quandaries, Quarrels, Quagmires, and**  
**Questions**  
Lance Strate, PhD  
President, MEA  
Communication and Media Studies, Fordham  
University

**Jean Piaget, Cognitive Development, and**  
**Language Acquisition**  
Thom Gencarelli, PhD  
Department of Broadcasting, Montclair State  
University

12:30 PM  
**LUNCH at local restaurants**

2 PM  
**General Semantics as Generalized Science**  
Milton Dawes  
Trustee, IGS  
Ambassador at Large, IGS

2:30 PM  
**Media Ecology and the Quandaries of Right**  
**Now**  
Raymond Gozzi, PhD  
Ithaca College  
Features Editor, *ETC.*

3 PM  
**"Then Again, Not": Irony as a Mode of**  
**Communication**  
David Berreby  
*Us and Them: Understanding Your Tribal*  
*Mind*

3:30 PM  
**Some Consequences of the Blending of Map**  
**and Territory**  
Tom de Zengotita, PhD  
The Draper Program, NYU

4 PM  
**How New Media are Making the Quandary**  
**Better and Worse**  
Paul Levinson, PhD  
Chair, Communication and Media Studies,  
Fordham University

**Coffee Break and Buffet**

4:30 PM  
**Coping with "Burnout" in Turbulent Times**  
Katherine Liepe-Levinson, PhD  
Consultant/Founder, Muse Educational  
Resources  
Board Member, NYSGS

*(Program continued on other side)*

VERBAL LEVEL

September-October, 2006

In This Issue

- “The World in Quandaries” – An All-Day Symposium, 9/8/06
- Program for “The World in Quandaries”
- “General Semantics as Generalized Science” – An All-Day Workshop with Milton Dawes, 10/7/06

## GENERAL SEMANTICS AS GENERALIZED SCIENCE

A Saturday Workshop

**Milton Dawes**  
Trustee, IGS  
Ambassador at Large, IGS

Saturday, October 7, 10AM – 4PM  
Albert Ellis Institute  
45 East 65th Street  
NYSGS Members, \$15  
Non-Members, \$25  
*Light lunch included*

Alfred Korzybski formulated General Semantics as an “extensional discipline.” Science activity represents one of humankind’s most extensional disciplines. We can complement our practice of general semantics by developing a scientific orientation. In this workshop we will playfully explore some scientific and physico-mathematical memes and some applications including: entropy, inertia, momentum, frame of reference, variables, functions, calculus and non-identity, fractals, sets, non-additivity, index, measurement, fractions, arithmetic/geometric progression, series, permutation, order, uncertainty principle, rhythms, graphs, field, feed-back, invariance under transformation ... Not all, but as many as time allows us.

Milton Dawes is well-known for his educational abilities, and this workshop will offer a unique learning environment opportunity.

## GENERAL SEMANTICS AND WAR: FROM WORLD WAR II TO IRAQ

**Nicholas Johnson**  
University of Iowa College of Law  
Former FCC Commissioner

General Semantics was born out of a growing awareness of the role of propaganda in starting and continuing wars – the ultimate example of Wendell Johnson’s observation that humans are the only species able to talk themselves into difficulties that would not otherwise exist. Now, 60 years later, his son, Nicholas Johnson, using general semantics, explores how much progress the species has made by commenting on the “war on terrorism” in Iraq.

Nicholas Johnson claims “more than even my Mother would ever have wanted to know” about his varied career can be found among the thousands of screens at his website,  
[www.nicholasjohnson.org](http://www.nicholasjohnson.org)  
or blog, [www.fromdc2Iowa.blogspot.com](http://www.fromdc2Iowa.blogspot.com).

**Followed by a RECEPTION with wine & cheese.**

“To a mouse, cheese *is* cheese, that’s why mousetraps work!”

– **Wendell Johnson**

“... personal maladjustments are not strictly private affairs ... they signify a set of conditions peculiar to our general culture ... civilization is more or less allergic to itself.”

– **Wendell Johnson**

5 PM  
**Michael Ruberto Award to Allen Flagg, for Distinguished Service to NYSGS**  
Presented by Martin Levinson

5:10 PM  
**Paradoxes of Self-Reflexive Time-Binding**  
Allen Flagg  
President, NYSGS  
Trustee, IGS

5:30 PM  
**A Musical Celebration, Inviting All to Participate**  
Milton Dawes

6 PM  
**KEYNOTE ADDRESS**  
**Introductory Remarks**  
Martin Levinson, NYSGS  
Lance Strate, MEA  
Paul Levinson, Fordham University  
Everett Parker, United Church of Christ  
Allen Flagg, IGS

*(Program continued next panel)*



“No two things are alike, and no one thing stays the same. If you are clearly aware of this, it is quite all right to act as though some things were alike, and to act as though some things stayed the same...It is all right, because a difference to be a difference must make a difference, and some differences don’t, sometimes.”

– **Wendell Johnson**

