

General Semantics Books

A number of books written over a period of years by teachers and researchers of general semantics can be purchased from the Institute of General Semantics. www.time-binding.com. Since the design of *Cognitive Evaluation and Communication* introduces teachers to small parts of the general semantics formulations, we thought it fitting to provide you with a method of rapidly learning more of this important concept. We have listed some of these books, arranged into three categories, which we believe will introduce you to this subject quickly. Once started, we believe you will enjoy reading other general semantic publications on line or by subscription.

INTRODUCTORY

Words, Meanings and People by Dr. Sanford Berman. Examines problems that arise from confusing observations (what we see) with inferences (what we conclude from what we see). It also looks at how we can mistake judgments for factual conclusions. Berman shows us how to communicate more effectively and thereby create more satisfying human relationships. This work originally appeared as a series of newspaper columns.

Drive Yourself Sane: Using the Uncommon Sense of General Semantics, by Drs. Susan and Bruce Kodish. A lively, concise introduction to the system of general semantics. In the forward, psychologist, Dr. Albert Ellis stated, "...applies Alfred Korzybski's brilliant general semantics philosophy to its readers' everyday lives and shows them how to live more sanely in a still highly irrational and partially insane world."

General Semantics: An Outline Survey, by Dr. Kenneth G. Johnson, and updated by Steven Stockdale. Provides a succinct and comprehensive outline of general semantics. A useful supplement for studying general semantics.

A LITTLE BIT FURTHER

Introductory Lectures on General Semantics, by Francis P. Chisholm. Focuses on the important contributions of general semantics can make to general education and "the gravity of the problems involved in all science and human evaluation which arise from the necessary limitation of human formulations."

Levels of Knowing and Existence: Studies in General Semantics, by Dr. Harry Weinberg. Engaging discussion of general semantics as it pertains to epistemological, ethical, and aesthetic issues. Contains a thorough comparison of general semantics with Abraham Maslow's theory of hierarchical needs.

People in Quandaries by Dr. Wendell Johnson. One of the finest and most accurate popularizations on the system of general semantics. Deals with the mechanics of disappointments, frustrations and other sources of unhappiness. It carefully examines how misevaluations produce feelings of inadequacy and failure; how our evaluational habits can result in unreliable “maps” of ourselves and our environments and thereby keep us in ‘quandaries.’ Most remarkably, humanity has not seemed to have advanced very much in the six decades since this book was first written.

THE SOURCE

Science and Sanity: An Introduction to Non Aristotelian Systems and General Semantics, by Alfred Korzybski. First published in 1933, remains the fundamental, irreplaceable exposition of general semantics. In this work Korzybski integrated important formulations into a well-defined general theory to support his contention that the methods of science form a basis for ‘sanity.’ Today, much of what Korzybski proposed as ‘new’ has found its way into modern psychology, communication and even medicine. The book can be considered ‘challenging’ as it takes the reader well beyond the surface into the derivation of the formulations.