TE 000 643

ED 023 652

Unternational Society for General Semantics Bibliography J

San Francisco State Coll. Calif.

Pub Date [68]

Note-12p.

EDRS Price MF -\$025 HC -\$070

Descriptors - Annotated Bibliographies, Bibliographies, English Instruction, Language, Linguistics, Phonograph Records, \*Semantics, Tape Recordings

This annotated bibliography lists 18 primary books on general semantics and 52 books, pamphlets, and recordings on related subjects, all of which can be ordered from the Society. (DL)



INTERNATIONAL SOCIETY FOR GENERAL SEMANTICS SAN FRANCISCO STATE COLLEGE DOWNTOWN CENTER 540 POWELL STREET • SAN FRANCISCO, TO U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE • SAN FRANCISCO, CALIFORNIA 94108 OFFICE OF EDUCATION THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE Salomon... PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS Symbols & Civilization STATED DO NOT NECESSARILY REPRESENT OFFICIAL OFFICE OF EDUCATION POSITION OR POLICY. How to Talk with People IRVING JIE On the Outstiets of HOPE A Study of Thinking Brune MANAGING BY COMMUNICATION A Sanguage PARTIE BY SILHAYAKAWA VIRGIEGO AND (BLAIFILE QUINE W HOUSTRIAL I III HALL G III EF. NO.



#### PRIMARY BOOKS ON GENERAL SEMANTICS

01 - EXPLORATIONS IN AWARENESS by J. Samuel Bois

How to go about interpreting situations, comments, happenings, and theories to understand what is going on and act effectively. Members of ISGS \$3.00 Non-members \$3.95

02 - THE ART OF AWARENESS by J. Samuel Bois

This new general semantics text was written for undergraduate and graduate courses in any discipline dealing with human behavior. By the author of the widely-read EXPLORATIONS IN AWARENESS, it examines the development of general semantics as a system for synthesizing ongoing innovations in thinking and research. Members of ISGS \$6.75 Non-members \$6.75

03 - SEMANTICS AND COMMUNICATION by John C. Condon, Jr.

A short text introducing principles of general semantics including the functions of language in the communication process. Particularly suitable as a supplemental text in Speech and English courses. Members of ISGS \$1.50 Non-members \$1.50

04 - LANGUAGE IN THOUGHT AND ACTION by S. I. Hayakawa (Revised Edition) The original version of this book, LANGUAGE IN ACTION, was Book-of-the-Month Club selection. Clearly and wittily written, it is the most widely read introductory book on general semantics. Members of ISGS \$3.95

Non-members \$5.25

05 - SYMBOL, STATUS AND PERSONALITY by S. I. Hayakawa

Essays by S. I. Hayakawa. "In thinking about human beings and their interaction with each other - - in the family, in business, in race relations, in therapy - - nothing is so important as having at one's fingertips a method of guarding against the pitfalls of language." -- from the author's foreword.

Members of ISGS \$3.35 Non-members 4.50

06 - THE USE AND MISUSE OF LANGUAGE edited by S. I. Hayakawa Selected essays from past issues of ETC.: A Review of General Semantics. Members of ISGS \$.50 Non-members \$.75

07 - GENERAL SEMANTICS: AN OUTLINE SURVEY by Kenneth G. Johnson Treating many of the basic principles of general semantics, this outline can be especially useful in organizing additional material from the readings furnished in the bibliography.

Members of ISGS \$1.00 ·

Non-members \$1.00

08 - PEOPLE IN QUANDARIES by Wendell Johnson

A study of the language of maladjustment and ways of correcting misunderstandings and the misuse of language. Members of ISGS \$5.25 Non-members \$7.00

09 - HOW TO DEVELOP YOUR THINKING ABILITY by Kenneth Keyes

Presents tools to develop habits of thinking that result in more reliable verbal maps of what is experienced. Members of ISGS \$1.70 Non-members \$2.25

10 - SCIENCE AND SANITY by Alfred Korzybski

The original formulation and elaboration of the principles of general semantics as recorded by the founder of the discipline. Members of ISGS \$9.00 Non-members \$12.00

11 - SELECTIONS FROM SCIENCE AND SANITY by Alfred Korzybski Prepared for beginning students in general semantics. Selections are keyed in the margin with page numbers from the second edition of SCIENCE AND SANITY. Members of ISGS \$3.38 Non-members \$4,50



12 - HANDLING BARRIERS IN COMMUNICATION by Irving and Laura Lee General Semantics Book Club Selection #3. Consisting of eight lecture-discussions and a conferee's handbook, this publication presents a detailed program for discovering, understanding, and eliminating many of the habits and practices blocking effective communication. The entire book is for those who will lead the lecture discussions. Copies of the CONFEREE'S HANDBOOK portion of the book are bound separately for use by participants (see below). Members of ISGS \$3.00 Non-members \$4.00

#### 13 - CONFEREE'S HANDBOOK

For use by participants in discussions based on the lectures in HANDLING BARRIERS IN COMMUNICATION.

Members of ISGS \$1.40 Non-members \$1.80

#### 14 - LANGUAGE HABITS IN HUMAN AFFAIRS by Irving Lee

An introduction to the subject of general semantics written in a simple, informal style.

Members of ISGS \$2.90

Non-members \$3.25

#### 15 - WORDS AND WHAT THEY DO TO YOU by Catherine Minteer

A guide for presenting an introductory course in general semantics to junior and senior high school students. Recommended for teachers. Members of ISGS \$2.15 Non-members \$2.50

#### 16 - LEVELS OF KNOWING AND EXISTENCE by Harry Weinberg

The application of general semantics principles in analyzing problems arising in philosophy, scientific method, religion and in other fields. Members of ISGS \$3.15 Non-members \$4.50

#### 17 - SCIENTIFIC FOUNDATIONS OF EDUCATION

by Thomas Weiss & Kenneth Hoover For prospective teachers, this book is a study of education and learning with a general semantics orientation. Part I considers the roles of learning, language and the scientific method in the accumulation of knowledge as a basis for solving problems in teaching. Part II deals with social problems of education, including inter-cultural differences and conflicts, social class structure and problems of minority groups, class bias in the school and its implications for teaching. Part III treats the aims of education and education as a profession.

L Members of ISGS \$5.90

5\_1 7

Non-Members \$6.50

#### 18 - ETC.: A REVIEW OF GENERAL SEMANTICS

The quarterly journal of the International Society for General Semantics. Published since 1943. Five assorted back issues of ETC. Non-members \$5.00 Members of ISGS \$4.00

#### **BOOKS ON RELATED SUBJECTS**

19 - TEACHING EDUCATIONALLY HANDICAPPED CHILDREN edited by John Arena A compilation describing methods of helping children with normal intelligence who manifest learning, perceptual, and/or behavioral disorders. Members of ISGS \$2.95 Non-members \$2.95

#### 20 - THE IMAGE by Kenneth Boulding

"...behavior depends on the image ... the meaning of the message is the change it produces in the image." A study of our images (the "truths" we believe) and how they have changed in the fields of biology, psychology, sociology, political science, economics, and history.

Members of ISGS \$1.30

Non-members 1.75



#### 21 - THE WAY THINGS ARE by P. W. Bridgman

An individual assessment of the world as the scientist knows it and the intellectual tools available for understanding it. Chapters on words, meanings and verbal analysis; logic and probabilities; aspects of the physical sciences; on the fringes of psychology; and social implications.

Members of ISGS \$5.75

Non-members \$5.75

#### 22 - WORDS AND THINGS by Roger Brown

Findings in psychology, linguistics, and other research are brought to bear on a number of interesting questions regarding the origin and development of language, reference and meaning, phonetic symbolism and metaphor, language learning, linguistic relativity and related areas of inquiry.

Members of ISGS \$6.95

Non-members \$6.95

#### 23 - A STUDY OF THINKING by J. S. Bruner, J. J. Goodnow and G. A. Austin Based primarily on psychological investigations, this study attempts to describe and in a small measure explain what happens when an intelligent human being seeks to sort his environment into significant classes of events.

Members of ISGS \$1.60

Non-members \$1.95

#### 24 - LANGUAGE, THOUGHT AND REALITY edited by J. B. Carroll

The selected writings of Benjamin Lee Whorf. Introduction to the principles of linguistic relativity, which holds that all observers are not led by the same physical evidence to the same picture of the universe, unless their linguistic backgrounds are similar.

Members of ISGS \$2.35

Non-members \$2.95

#### 25 - POWER OF WORDS by Stuart Chase

What some of the findings of semantics, cybernation, linguistics and group dynamics mean in seeking better communication. Includes a wide range of applications in such fields as economics, mass communication, medicine and education,

Non-members \$4.75 Members of ISGS \$3.55

#### 26 - A BIBLIOGRAPHY OF GENERAL SEMANTICS by John C. Condon, Jr.

A 138-page bibliography consisting of five parts.

Members of ISGS \$2.00

Non-members \$2.50

#### 27 - ON THE OUTSKIRTS OF HOPE by Helaine Dawson

General Semantics Book Club Selection #2. In educating young people from poverty areas, how can one establish good communication with those who hate and mistrust society? With many down-to-earth examples, this book demonstrates how to build confidence, trust and mutual interests, the stepping stones of educational development.

Members of ISGS \$4.70

Non-members \$5.95

#### 28 - CREATIVE MARRIAGE by Albert Ellis and Robert Harper

How the authors' reformulations of marriage problems, especially those involving the love-sex relationship, have helped many couples find new understanding, change their behavior and build better marriages.

Non-members \$5.00 Members of ISGS \$4.00

#### 29 - METAPHOR AND MEANING by Weller Embler

A collection of essays exploring metaphor as a means of making sense of experience. Chapters include Literature as Metaphor, Design as Metaphor, Metaphor in Everyday Speech, Language and Truth, and Metaphor and Beyond. Many of these essays first appeared in ETC.: A Review of General Semantics.

Members of ISGS \$5.85

Non-members \$7.00



#### 30 - THE DYNAMICS OF CHANGE by Don Fabun

The author of the best-selling "Communications" issue of Kaiser News probes the future in this creatively-illustrated book. What effects a rapidly changing technology may have on future patterns of living. Sections include: The Dynamics of Change, The Promised Land, Telemobility, Automation, The Leisure Masses and Foreseeing the Unforeseeable.

Members of ISGS \$6.95 Non-members \$6.95

#### 31 - THE WEE WISDOM RECORD by Leo and Helen Globus

This record, for children from 4 to 8, has songs for teaching general semantics principles. 10 inch, 33 1/3 LP.

Members of ISGS \$2.65 Non-members \$3.50

#### 32 - THE SILENT LANGUAGE by Edward T. Hall

Behavior may be interpreted in a variety of ways by people of different cultures. A leading anthropologist reveals how different peoples communicate without the use of words.

Members of ISGS \$.45 Non-members \$.60

## 33 — COMMUNICATION AND ORGANIZATIONAL BEHAVIOR by William V. Haney Demonstrates how to analyze and improve the individual's communication performance within an organization; numerous cases are provided for analysis and evaluation.

Members of ISGS \$8.00 Non-members \$8.00

#### 34 - "HOW TO ATTEND A CONFERENCE" by S. I. Hayakawa

First appearing in ETC., this 7-page article has been reprinted and over 40,000 copies distributed to conference-goers. It is illustrated with the semantics cartoons of William Schneider.

Members of ISGS \$5.00 per hundred Non-members \$5.00 per hundred

## 35 - SEXUAL SYMBOLISM OF THE AMERICAN AUTOMOBILE AND MOTIVATIONAL RESEARCH VS THE REALITY PRINCIPLE by S. I. Hayakawa

A 45 rpm record of Hayakawa reading his articles, "Sexual Fantasy and the 1957 Car" and "Why the Edsel Laid an Egg,"

Members of ISGS \$.75 Non-members \$1.00

## 36 — THE MODERN GUIDE TO SYNONYMS AND RELATED WORDS edited by S. I. Hayakawa

Compares and contrasts more than 6,000 words in over 1000 essays. Written in a lively and readable style, the essays discuss current idiomatic and slang expressions as well as the standard lexicon. Each essay is organized so that it can be used for quick reference as well as careful study, and includes numerous antonyms and cross references.

Members of ISGS \$7.15 Non-members \$8.95

#### 37 - GENERAL SEMANTICS SEMINAR, 1964

Tapo recordings of the presentations of S. I. Hayakawa and Anatol Rapoport given at the annual General Semantics Seminar in San Francisco in 1964. Five Tapes. Members of ISGS \$20.00 Non-members \$25.00

#### 38 - A SOCIOLOGY OF LANGUAGE by Joyce O. Hertzler

An analysis of the reciprocal relationship between language and society. Emphasizes both the functions of language in society and the sociocultural effects of groups, communities and cultures upon the history, structure and uses of language. Members of ISGS \$8.05 Non-members \$8.95

#### 38A - COMMUNICATIVE INTERPRETATION by Paul Hunsinger

A self-contained volume of the Speech Communication Series, this book is intended for students interested in learning more about the nature of oral communication and interpretation.

Members of ISGS \$1.50 Non-members \$1.50



## 39 - INTERNATIONAL CONFERENCE ON GENERAL SEMANTICS AT SAN FRANCISCO, 1965

Two tape recordings of addresses presented at the general sessions held each morning of the conference. Includes presentations by John Somerville, N.Y. City; Sixten Flach, Bromma, Sweden; Weller Embler, N.Y. City; Arthur Gumbrell, San Diego, Calif.; Alexander Makarov, Soviet Embassy, Washington, D.C.; Ruth Adams, Washington, D.C.; Phillip Wagner, Univ. of Calif. at Davis; Rachel Lauer, N.Y. City; Hardi Fischer, Zurich, Switzerland; Isidore Ziferstein, Los Angeles, Calif. Members of ISGS \$9.00 Non-members \$14.00

#### 40 - YOUR MOST ENCHANTED LISTENER by Wendell Johnson

An examination of some of the pitfalls of language encountered when a person speaks with others or when a person is his own listener.

Member of ISGS \$3.95 Non-members \$4.95

#### 41 - "COMMUNICATIONS" issue of KAISER NEWS

Illustrated in color, this popular introduction to the principles of general semantics and effective communication is being used in hundreds of high schools, colleges and universities, business and professional organizations, both in the United States and abroad.

1 - 10 copies, \$.50 each 11 - 99 copies, .35 each 100 or more copies, .25 each

#### 42 - VALUE + VISION SERIES

Three volumes edited by Gyorgy Kepes, each volume consisting of collected essays illustrated with photographs.

EDUCATION OF VISION on the relationships between visual perception and thought; the role of vision in facilitating the understanding of complex scientific information; educational techniques for developing visual sensibilities.

STRUCTURE IN ART AND SCIENCE on structural laws in inorganic nature; structuring of our inner, psychological world; ways in which our knowledge of the structural laws of nature can aid us in creating forms (physical forms such as buildings and cities and the communicative and expressive forms of language, painting and sculpture).

#### THE NATURE AND ART OF MOTION

Motion as a pervasive aspect of nature and key problem of contemporary physics; evolutionary motion as seen in the continual transformation of matter and ideas; perception of motion and its role as a generator of vision and insight; modern techniques such as the film which use motion to extend the range of man-made images.

Members of ISGS \$28.13 Non-members 37.50

#### 43 - MANHOOD OF HUMANITY by Alfred Korzybski

A definition of man as a time-binding class of life and what this means in terms of social values, human conduct and the growing body of scientific wisdom.

Members of ISGS \$4.50 Non-members \$6.00

#### 44 - PHILOSOPHY IN A NEW KEY by Susanne Langer

An explanation of the logic of signs and symbols, the constituents of meaning, and the characteristics of symbols which serve as a basis for the further elaboration of the significance of language, ritual, myth, music, and the integration of all these elements into human mentality.

Members of ISGS \$.60 Non-members \$.75



#### 45 - ORGANIZATIONAL BEHAVIOR AND ADMINISTRATION

by Paul Lawrence and John Seiler

Brings to bear research findings on the human problems arising in business organizations. The problems, based on case descriptions of actual events, and research findings are grouped into the following sections: The Human Problem of dministration, Work Group Behavior, Individual Behavior and Development, Supervisory Behavior and Remedial Action, Intergroup Behavior, Behavior in the Total Organization, and Organizational Change.

Members of ISGS \$9.50 Non-Members \$9.50

#### 46 - HOW TO TALK WITH PEOPLE by Irving Lee

An examination of how communication breakdowns occur in committees and conferences along with suggestions of how to avoid such breakdowns.

Members of ISGS \$3.15 Non-members \$3.95

#### 47 - THE LANGUAGE OF WISDOM AND FOLLY edited by Irving Lee

General Semantics Book Club Selection #1. Edited to provide a broad background of readings in semantics, this anthology is used both as a supplemental text for semantics courses and for expanding the perspectives of the general reader. Carries short selections from over 70 writers, including Korzybski, Susanne Langer, Charles Morris, Jean Piaget, Gertrude Stein, Thorstein Veblen, Aldous Huxley, Ernst Cassirer, Jerome Frank, Benjamin Lee Whorf, P. W. Bridgman, Han's Reichenbach, George Santayana and William James.

Members of ISGS \$3.00 Non-members \$4.00

#### 48 - THE GENERAL SEMANTICS OF WALL STREET by John Magee

Basic principles of general semantics brought to bear on problems of evaluating the market.

Members of ISGS \$9.00 Non-members \$12.00

#### 49 - UNDERS 'ANDING MEDIA by Marshall McLuhan

Probing for answers to general questions, the author's subject ranges over the consequences of having and using various media, where "media" is defined as the extensions of man. "Extentions" include many if not all human tools and other artifacts, but the emphasis is primarily on channels of communication.

Members of ISGS \$1,45 Non-members \$1.95

#### 50 - UNOBTRUSIVE COMMUNICATION by Joost A. M. Meerloo

The exchanges of the psychotherapeutic encounter examined as a total communicative process. Emphasis is given to those thoughts and feelings that often remain hidden. These papers are called Essays in Psycholinguistics, where "psycholinguistics" is defined as the study of the behavioral means man uses to bridge the gap between him and his fellow men.

Members of ISGS \$4.00 Non-members \$4.00

#### 51 - MANAGING BY COMMUNICATION by W. V. Merrihue

Emphasizes the use of communication in managing employees, community and industrial relations work.

Members of ISGS \$7.00 Non-members \$7.00

#### 52 - LANGUAGE AND COMMUNICATION by George Miller

Examines in detail the physiology of speech and hearing, the applicability of statistics, the structuring of languages and social aspects of communication. Originally written as a text for psychologists.

Members of ISGS \$2.60 Non-members \$3.45

#### 53 - TEACHER'S GUIDE by Catherine Minteer, Irene Kahn, J. Talbot Winchell

A 31-page general semantics guide to books, devices and materials for elementary, junior high, and senior high school teachers. Includes reports on the effects of teaching general semantics, basic lessons, and resource material.

Members of ISGS \$1.00 Non-members \$1.00

•

#### 54 — SIGNS, LANGUAGE AND BEHAVIOR by Charles Morris

The theory of signs elaborated in this book has been drawn from by a number of psychological investigators of the field of meaning. Non-members \$6.00

Members of ISGS \$4.80

#### 55 - THE COMPLEAT COPYWRITER by Hanley Norins

The who, what, why, when, where and how of copywriting by an enthusiastic student of general semantics who is Vice President and Associate Creative Director of Young & Rubicam, Inc.

Members of ISGS \$6.65

Non-members \$7.95

#### 56 - THE MEANING OF MEANING by C. K. Ogden, I. A. Richards

Has played a primary role in the study of language and communication, literary criticism, and philosophy. Investigates the use of signs in language for referential purposes and emotive purposes.

Members of ISGS \$1.70

Non-members \$2.25

#### 57 — CASE METHOD IN HUMAN RELATIONS: THE INCIDENT PROCESS by Paul and Faith Pigors

The case method way of learning (analyzing and reflecting on remote case situations reported by others). Shows how the case method can be used effectively in classrooms and in industry for purposes of management development.

Members of ISGS \$9.50

Non-members \$9.50

#### 58 - THE LANGUAGES OF DISCOVERY by Neil Postman and Howard Damon

A high school text suitable for either English or Speech courses. Considers language as a means of systematizing the world and focuses on the use of "different languages" for such purposes as scientific reports, fiction, news reports, fairy tales, prayers, etc.

Members of ISGS \$3.45

Non-members \$3.80

#### 59 - OUR LANGUAGE by Simeon Potter

A history of English and English as it is currently spoken and written, including chapters on word creation, etymology and meaning, authority and usage, slang and dialect, person and place names.

Members of ISGS \$.75

Non-members \$.95

#### 60 - WORD AND OBJECT by Willard Quine

A logician examines the notion of meaning and the linguistic mechanisms of objective reference.

Members of ISGS \$1.84

Non-members \$2.45

#### 61 — FIGHTS, GAMES, AND DEBATES by Anatol Rapoport

A scientific approach to problems of describing, explaining, predicting and controlling different kinds of human conflict. The emphasis is centered on fights (wars). Members of ISGS \$5.20 Non-members \$6.95

#### 62 - PRISONER'S DILEMMA by Anatol Rapoport

A theory of behavior constructed from data collected in psychological experiments at the University of Michigan. Prisoner's Dilemma is the nickname given to the particular type of two-choice situations investigated in the experiments.

Members of ISGS \$5.65 Non-members \$7.50

#### 63 - OPERATIONAL PHILOSOPHY by Anatol Rapoport

An analysis of the traditional frameworks of thought from an operational point of view and application of operational methods to ethical questions. The last part of this book surveys the frontier of operational philosophy and evaluates the role of the philosopher in our own day.

Members of ISGS \$1.55

Non-members \$1.95



64 - STRATEGY AND CONSCIENCE by Anatol Rapoport

Analyzes the presupposition of military strategists and reveals the moral attitudes of our technological age.

Members of ISGS \$5.20 Non-members \$6.95

65 - BUSINESS AND INDUSTRIAL COMMUNICATION edited by W. Charles Redding, George Sanborn

Forty-four articles on the basic issues of problems on business communications. Conflicting points of view which pertain to relevant and important concepts are included.

Members of ISGS \$8.95 Non-members \$8.95

66 - THE INTEGRATION OF HUMAN KNOWLEDGE by Oliver Reiser

A study of the formal foundations and social implications of unified sciences. Particularly of interest to students of general semantics is Chapter III: Symbolism. Semantics and Social Synthesis.

Members of ISGS \$6.00 Non-members \$8.00

67 — NONVERBAL COMMUNICATION by Jurgen Ruesch and Weldon Kees First published in 1956, this source book examines photographs to show how many of the things we say through language may also be said through visual imagery. In-

cludes notes on a theory of nonverbal communication.

Members of ISGS \$5.65 Non-members \$7.50

68 - SYMBOLS AND CIVILIZATION by Raiph Ross

How human civilization creates, and is in turn created by, to common symbolic heritage; the language of its science and logical analysis, its everyday speech, its moral and religious experience, and its art.

Members of ISGS \$2.00. Non-members \$2.65

69 - SEMANTICS AND COMMON SENSE by Louis Salomon

"The following chapters struck me as being especially well done; Emotive Association, Euphemism, Taboo, Definition, Statements, Questions, and Translation "S. I. Hayakawa.

Members of ISGS \$3.00 Non-members \$3.95

70 - CONJOINT FAMILY THERAPY by Virginia Satir

A training manual in outline format intended to prepare students for effective family therapy work. Chapters VIII and IX include analyses of specific communication situations along with suggestions of how to improve understanding.

Members of ISGS \$3.70 Non-members \$4.95

71 - INTRODUCTION TO SEMANTICS by Adam Schaff

Aims at providing a general analysis of what semantics is and of its main categories such as communication, signs, meaning, and language written against a backeground of Marxist philosophy.

Members of ISGS \$7.50 Non-members \$7.50

72 - DANGER: MEN TALKING by William Schneider

A collection of cartoons on semantics with occasional commentaries, Mr. Schneider's cartoons have appeared in past issues of ETC. and have been exhibited at International Conferences on General Semantics. Business and governmental agencies have used them in brochures and educational material.

Members of ISGS \$2.96 Non-members \$3.95

73 — THE SCIENCE OF HUMAN COMMUNICATION edited by Wilbur Schramm A survey of the principles, methods and applications of communication research by leading scholars in the fields of psychology and sociology.

Members of ISGS \$4.50 Non-members \$4.50



## 74 - SCIENTIFIC EPISTEMOLOGIC BACKGROUNDS OF GENERAL SEMANTICS by Marjorie Swanson

A brief introduction to what is meant by "electro-colloidal structures" and "colloidal behavior." Supplemental reading to Chapter IX of SCIENCE AND SANITY.

Members of ISGS \$3.75 Non-members \$5.00

## 75 — SEMANTICS - AN INTRODUCTION TO THE SCIENCE OF MEANING by Stephen Ullmann

Carefully written and extremely well documented, his book is a survey of contributions (mostly by European scholars) to the field of Semantics. Recommended as a text for graduate-level English courses in semantics.

Members of ISGS \$5.25 Non-members \$7.00

#### 76 - THOUGHT AND LANGUAGE by Lev S. Vygotsky

Especially valuable for its description of the sequenced stages in word meaning development, the genesis and function of inner speech, the nature of written speech and the role of school instruction in the development of higher mental operations, Members of ISGS \$1.84 Non-members \$2.45

# 77 — ARGUMENTATION AND ADVOCACY by R. R. Windes, Arthur Hastings An introduction to the principles of argumentation applied to inquiry and advocacy on social issues. The authors say, "We believe that argumentation should be taught as a means of discovering and supporting intelligent decisions, both for individuals and for society."

Members of ISGS \$1.95 Non-members \$1.95

#### 78 - TEACHER'S KIT ON GENERAL SEMANTICS

Includes TEACHER'S GUIDE, the text, WORDS AND WHAT THEY DO TO YOU, the "Communications" issue of KAISER NEWS, and the booklet, WHAT EVERYONE SHOULD KNOW ABOUT SEMANTICS. Recommended for junior and senior high school teachers.

Members of ISGS \$3.65 Non-members \$4.50

#### 79 - WHAT EVERYONE SHOULD KNOW ABOUT SEMANTICS

For high school and college students as well as the general reader, this illustrated booklet reviews basic principles of general semantics and other factors affecting understanding in the communication process. Presently being used in hundreds of educational institutions.

1 — 10 COPIES ...... \$ .75 EACH 11 — 99 COPIES ..... \$ .50 EACH 100 OR MORE COPIES ..... \$ .40 EACH

#### THE INTERNATIONAL SOCIETY FOR GENERAL SEMANTICS

540 Powell Street
San Francisco, California 94108

A non-profit educational organization to support you in your lifelong roles

of Learner and Student
of Teacher and Educator

in the study of general semantics and the improvement of human communication.



Bringing together writings of many
leading thinkers on questions of
semantics and the functions and
purposes of language. Including
stimulating selections from:

Alfred Korzybski Susanne K. Langer F. H. Allport Leonard Bloomfield Charles W. Morris Jean Piaget

Hans Reichenbach
A. B. Johnson
P. W. Bridgman
Cassius Jackson Keyser
George Santayana

Aldous Huxley Sir James George Frazer Bronislaw Malinowski Ernst Cassirer Franz Boas

Rudolf Carnap F.S.C. Northrop Gertrude Stein Thorstein Veblen Alfred Tarski

\$4,00

The

Language of Wisdom

and Folly

F.C.S. Schiller
Louis de Broglie
John Locke
H.G. Wells
William James
George Boas

Edward Sapir

Clyde Kluckhohn & Dorothea Leighton
Benjamin Lee Whorf

Albert Einstein & Leopold Infeld

Morris R. Cohen

Jerome Frank

BACKGROUND

READINGS

SEMANTICS

PRICE: SEE CATALOGUE ITEM #47.



For Educators, Training Directors and others responsible for making talk more productive:

### HANDLING BARRIERS IN COMMUNICATION

By Irving and Laura Lee

Consisting of eight lecture-discussions and a conferee's handbook, this publication presents a detailed program for discovering, understanding, and eliminating habits and practices blocking effective communication.

Copies of the Conferee's Handbook portion of this book are also available for use by program participants.

Price: See Catalogue items #12 and #13



#### **ORDER FORM**

To: INTERNATIONAL SOCIETY FOR GENERAL SEMANTICS
SAN FRANCISCO STATE COLLEGE DOWNTOWN CENTER
540 POWELL STREET
SAN FRANCISCO, CALIFORNIA 94108

воок	BOOK TITLE	PR	PRICE	
NO.	BOOK TITLE	MEMBER OF ISGS	NON- MEMBER	
			_	
_				
Calif	fornia residents add 5% state and local taxes ne total price of items ordered			
	ASE MAKE CHECKS PAYABLE TO ISGS TOTAL			
	pers of ISGS may include remittance or request billing are no charges to members for handling and postage	-		
<i>those</i> non-r order	members of the International Society for General Se who only subscribe to ETC.) may order any items in nembership prices and must include remittance with s from business and educational institutions excepadd to the total price of order \$.10 per item for han	this cata n orders () ted). Non-	logue, at purchase members	
	I would like to know more about membership in the ciety for General Semantics. Please send me inform		ional So-	
V ame	<u> </u>			
Addre	988			
	State			

