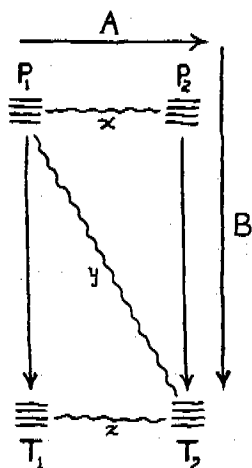


EDITORIAL POLICY

Introduction: October 1965 I dictated offhand some rough notes on editorial policy, as much for my own clarification as for my colleagues. Certainly not for publication! Along with a memo on proposed procedures I sent carbons of the notes to four general semantics people who have been of great help with the Bulletin and will be editing future issues. To my amazement one of the usually most 'critical' immediately opted for publishing the Notes in this Bulletin and the others also urged each in his/her fashion. I protested but finally decided it might be useful. For me writing has always been slow, painful. The last deadline for a very important paper stares at me. Being consulting director, supposedly without any responsibilities and duties has not turned out that way. I'm working full-for-me time and have no time for the writing I'd planned on doing. These Notes need working over, expansion and explanations, etc., and polishing. That's not possible. So here they are.

I have never explicitly formulated or written down a policy about the kinds of material which we publish in the Bulletin or wish to be able to publish. The schema we call the 'Change of Premises Diagram' will serve to explicate what I am trying to say (see GSB cover design, the Korzybski-Kendig Foreword to G S Monograph III and Korzybski's tabulation of aristotelian versus non-aristotelian orientations in 'Section D. A non-aristotelian revision,' in his 'Introduction to the Second Edition' [1941] of Science and Sanity).



Ideally it seems to me that the Bulletin should be made up of papers dealing with theory, data and applications which clearly exemplify the straight arrows A and B, accomplished by knowledge, understanding and application of and training in Korzybski's non-aristotelian system and extensional method and attitude.

If we stuck rigorously to such a policy there would be practically no material available for the Bulletin. With few exceptions most authors and their work (including my own at times) are represented by the wavy lines X, Y and Z. This situation is obviously attributable to our (the Institute's) failure - for which there are many reasons but principally lack of proper financing - to be able to rigorously train over a sufficient period of time a substantial number of the persons now, or previously, interested in and trying to do something with general semantics. So in the actual situation 1965 (when those who know some bits about general semantics are counted by the thousands and rigorous in-various-degrees trained practitioners number perhaps seventy) we need must do the best we can in selecting articles, etc., which most nearly approximate the straight arrows.

There are in my opinion some other types of papers that should appear in the Bulletin, that is articles by authorities in various fields (particularly epistemology, neurology, psychologies, linguistics, cultural anthropology, management, as well as the 'basic' sciences) who though they may evidence no recognition of or interest in Korzybski's general methodology are quite evidently thinking and working along non-aristotelian lines. Such articles will supposedly assist students of general semantics in understanding backgrounds and current developments that one must at least know about if one is to utilize a non-aristotelian orientation in his doings and writings. Examples of such persons and materials are found among those we have invited to give the Alfred Korzybski Memorial Lectures and some of the papers we reprint from other journals of which there are several in the present issue.

Well clear or unclear, that in brief is my formulation of general editorial policy. The contents of the Bulletins since 1950 could, I suppose, be analyzed as to the degree of being in accord therewith.

Editing. In the early days I believe I was able to do a good deal more rigorous editing than in recent years. (Also the styling has been for the most part inconsistent, erratic, etc., due to lack of time and trained help.) I should hope that the editors could return to a more rigorous policy and performance such as that exemplified in my editing of the Second Congress Papers - taken, of course, in the limiting context of my then (1943) linguistic-structural sensitivity, development and know-how.

The longer I live and work with our methodology which I now prefer to speak of as the Korzybski discipline - general semantics having become a symbol for all sorts of adulterations and misinterpretations - the more I am convinced of the importance neurologically of rigorously avoiding the old terminology and breaking

the hold of subject-predicate, elementalistic, two-valued, etc., modes of evaluation embedded in our language habits. If one takes seriously the latest developments in neuro-physiology, experimental epistemology, etc., it seems as if we - Indo-European language speakers submerged as we are in the neuro-linguistic, neuro-semantic environments which constantly reinforce our life long conditioning - are up against the impossible in attempting to eliminate subject-predicate, etc., patterns reverberating in our brain cells, etc.* As editors of the Bulletin it seems our duty to do all we can to 'extinguish' these patterns by rigorously editing out terms and grammatical structures which perpetuate the old patterns. In some measure this can contribute to the authors' training - I am told that it has by some of the authors I've worked with on their papers. Even the readers might benefit a bit from exposure to non-aristotelian prose writing.

M. KENDIG

*This limited verbiage is intended to imply the latest structural formulations and investigations in neurosciences, bio-physical chemistry, etc., such as F. O. Schmitt alludes to in his 'The Physical Basis of Life and Learning', which we are privileged to reprint from Science, 27 August 1965.

Research and Development Corner ...

Long time readers of the General Semantics Bulletin may recall the editorial by William V. Haney in Numbers 20 & 21, 1957, pp. 3-4. In this editorial Dr. Haney (Professor of Business Administration, Northwestern University), a member of our Editorial Council, reported on a survey which he had made of Bulletin articles in the five issues, Numbers 10 & 11 through Numbers 18 & 19. In this survey he queried 57 authors who had written 64 articles, asking them about readers' reactions which they had received. They were asked to classify readers' reactions in three broad categories: 1) Reactions of commendation, confirmation, agreement, etc. 2) Reactions of condemnation, disapproval, disagreement, etc. 3) Reactions which indicated that their articles had stimulated additional research, thought, etc., or contributed to work already in progress. Thirty-four authors (60 percent) of forty articles (63 percent) replied.

'Favorable reactions far outnumbered the unfavorable, total -- 219 to 7.... We were frankly,' wrote Haney, 'most interested in the writers' responses to the third classification. The Bulletin is dedicated to continued growth and development of general semantics. Did the Bulletin's articles promote further interest and research in the discipline? For approximately 30 percent of the articles, the answer was unquestionably in the affirmative. A tabulation revealed that no less than nine graduate theses and dissertations were influenced, in most cases quite directly by Bulletin articles.' Bill Haney went on to say that a number of the articles have been reprinted in other professional periodicals and that some writers were encouraged by publishers to develop books on the basis of their articles. Also, several authors

reported they had received such helpful criticism that they were stimulated to do more research.

My own editor's footnote to Bill Haney's report stated that we were starting a new feature to be called 'The Research Corner' on the assumption that some people are excellent dreamers and others are superior executors and that this would be a sort of research exchange where dreamers and executors could combine efforts for the mutual benefit of themselves and general semantics. In that issue William Haney outlined one of his own dream researches and two others were reported. We had a few suggestions for 'The Research Corner' in the next issue and after that the interest seemed to die.

During the past year or so we have talked with a number of people who had promising research projects but had not had time and/or money to carry them out. I, myself, suggested a number of research and development projects in a Memorandum written in March 1965 for our Trustees and some of our colleagues. So we are reviving 'The Research Corner' but will now call it 'Research and Development' and are listing some projects below.

Readers concerned with research and development in their fields which would be 1) oriented by general semantics formulations, or 2) concerned with general semantics, theoretic or applied, or 3) correlation studies of general semantics and the work of scholars in other disciplines which evidence similarity with the postulates, etc., of our work with non-aristotelian systems and general semantics, or 4) etc., are urgently invited to contribute. The proposals may be briefly summarized, but not so briefly as to exclude making clear the relationship of the project

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