

sultations relating to life and professional applications, critiques of papers, etc. A new benefit will be regular reception of, and an **invitation to contribute to**, this quarterly *Newsletter*.

Next year, to mark the anniversary of the 50th year of publication of Korzybski's *Science and Sanity*, all members who enroll or renew in 1984 at the \$60 Participating Membership level or higher will receive one or more specially selected **premiums** (most of them new offerings in the field of general semantics). These premiums will make your 1984 contribution more meaningful to you personally as well as financially.

The Institute of General Semantics survives or not on the basis of membership support. And that support cannot be limited to good will — it must take the form of money. The need for formulations and applications of general semantics is greater now than ever. You can function as a practical time-binder by joining *today — right now*, while you're thinking about it. (For your convenience, we have arranged for you to pay on your BankAmericard/VISA or MasterCard.)

You know that we will serve you to the best of our ability. But we also suspect that you want to serve your fellow time-binders, your fellow humans, by supporting the work of the Institute. We may not 'save the world', but together we can work to reduce the rampant mis-evaluating that so characterizes our times. **Join us in our time of renewal! You can make it happen!** ■

CENTER FOR ADULT DEVELOPMENT MATERIALS

Dr. Rachel M. Lauer, a Trustee of the Institute of General Semantics, has founded the Center for Adult Development Materials, Inc. (CADM). The goal of the Center is to "develop transformative learning materials suitable for use in mainstream educational organizations such as colleges, external degree, adult, continuing and in-service educational programs."

For details of CADM's program and orientation, write:

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HILGARTNER IN VIENNA

Longtime Institute associate Dr. C. Andrew Hilgartner co-delivered (with Ronald B. Harrington) a paper at the "Workshop on Supplemental Ways of Increasing International Stability" held at Laxenburg Castle near Vienna, Austria. The workshop was sponsored by the International Federation of Automatic Control, the International Institute for Applied Systems Analysis, and UNESCO. Fifty participants from fourteen countries met from Sep-

tember 13 to 15, 1983.

Basing themselves on 'control theory', 'games theory', systems analysis and general semantics, Hilgartner and Harrington emphasized that the 'Western frame of reference' systematically eliminates the observer from 'observations', thus transforming people into 'things' and promoting species extinction. The speakers urged an "alternative frame of reference" as necessary to slow and eventually halt the trend toward international disintegration. Their paper was well received by the international group of scholar-researchers. ■

SCIENCE UPDATE: PSYCHONEUROIMMUNOLOGY

Korzybski often wrote of the desirability of maintaining an up-to-date outlook on modern scientific methods and formulations. With this and future columns, I'd like to draw your attention to new developments in the 'world of science' and how they relate to Korzybski's general semantics.

Recently, biomedical scientists have begun to integrate three previously 'separate' fields: neurobiology, endocrinology, and immunology. The resulting new higher-order discipline, known as "psychoneuroimmunology," has produced a wealth of new organism-as-a-whole data.

Consider: hypothalamic lesions have lessened severe allergic shock; immune system competence is reduced by Alzheimer's disease (a 'neurological' disorder) as well as by 'felt-stress'; 'bereaved' persons show a decline in white blood cell function within two months of their 'loss'; etc. Such data represents important new additions to Korzybski's 1933 chapter on the 'organism-as-a-whole' (*Science and Sanity*, Chapter X). For additional information, see the most recent issues of *Science* and Robert Ader's book, *Psychoneuroimmunology* (NY: Academic Press, 1981).

Jeff Mordkowitz

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ALLEN WALKER READ'S A.K. MEMORIAL LECTURE NOW AVAILABLE ON CASSETTE

Changing Attitudes Toward Korzybski's General Semantics, an audio cassette program of Professor Allen Walker Read's 1983 Memorial Lecture (see above, ALLEN WALKER READ A.K.M.L. LECTURER) is now available from the Institute.

In addition to a 45-minute recording of Professor Read's scholarly account of 50 years of evaluations of Korzybski's work, the program includes a study guide, with commentary, notes, and selected bibliography.

Everyone who enrolls or renews as a Sustaining Member of the Institute in 1984 will receive the program as a special premium.

Changing Attitudes may also be ordered directly from the Institute. ■

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