

# THE INSTITUTE FOR SEMANTOGRAPHY

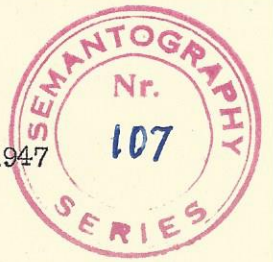
A Non-Profit Educational Research Organisation.

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## A NEW METHOD TO BRING GENERAL SEMANTICS INTO PRIMARY SCHOOL EDUCATION

Summary of a Lecture given to the Sydney Chapter of the Society of General Semantics on the 31st July, 1947 (printed in the Bulletin of the Sydney Chapter).

One aim and ideal of the Semanticists is to rid the world of the miseries caused by words. This can only be accomplished by teaching Semantics to children, not as an added burden, but as "childs play".

Mr. Bliss, a refugee from Vienna, has experienced in German concentration camps what words can do. Previously a factory engineer, he set out to manufacture a simple, practical gadget for Semantics which children could handle and like. He came across Korzybski's (also an engineer) gadget, which very ingeniously explains the different levels of the (1) atomic structure, (2) the object, (3) the description, and (4) the inferences. Yet Mr. Bliss thinks it lacks a distinct, handy and touchable part to indicate the particular action of the object. "Intellectuals" may find the inference levels sufficient for this, but Mr. Bliss thinks that children would have difficulties. They must have a simple gadget, which could explain any word they hear, including high-sounding words like Democracy, Bolshevism, Freedom of Speech, etc. etc.

Mr. Bliss' Gadget, to be used in addition to Korzybski's consists of three square plywood pieces painted in the colours of the traffic lights, green indicating safe, yellow meaning watch out, and red signalling danger. The green plate indicates one real chemical THING, like stone, flower, man, biped, human being. The yellow plate indicates one real physical ACTION like fall, grow, write. The third, the danger plate, relates not to realities, but to sensations caused within the brain, which are different in different brains. All words pertaining to that third group fall under HUMAN EVALUATIONS. A certain chemical THING may be termed by one brain beautiful, and by another ugly, grand or negligible. A certain ACTION, performed by that THING may be termed by one brain right, and by another wrong, democratic or undemocratic.

Hence endless arguing and even strife. According to these quality evaluations the different brains give now new labels to the THINGS and their ACTIONS. A man may be termed a Democrat or a Fascist by different people, his action heroic or cowardly, all according to that unreal different HUMAN EVALUATION. Once we know that "all" words containing HUMAN EVALUATION are totally unreliable, including our own, we are on our guard, the red signal flashes DANGER! Be careful, judgments - yours and mine - are unreliable. But where to turn for reliable guidance? The wise men, the scientists provide yardsticks. If we apply a ruler and measure an inch, then all arguing about big, small, grand or negligible might cease. Then we know, and can compare mathematically. The great painters knew the exact mathematical proportions between parts of the body, within which an observer may feel the sensation called "beautiful". Our art students learn it in school. This is only a part of Mr. Bliss' work, and for those who are interested, a further lecture will be given, the title:

"RELATIVITY FOR EVERYBODY". the "time" Thursday, 23rd October, at 7.15 p.m.

Note: The device, described above, is pictured and explained in detail in Book III on Semantography Page 472.