

*In our media-saturated and symbol-laden world of 2006,  
individuals and groups face a common challenge ...*

## Making Sense

*Do you?  
How do you?  
How do you know?*

Technology

Science

Politics

Religion

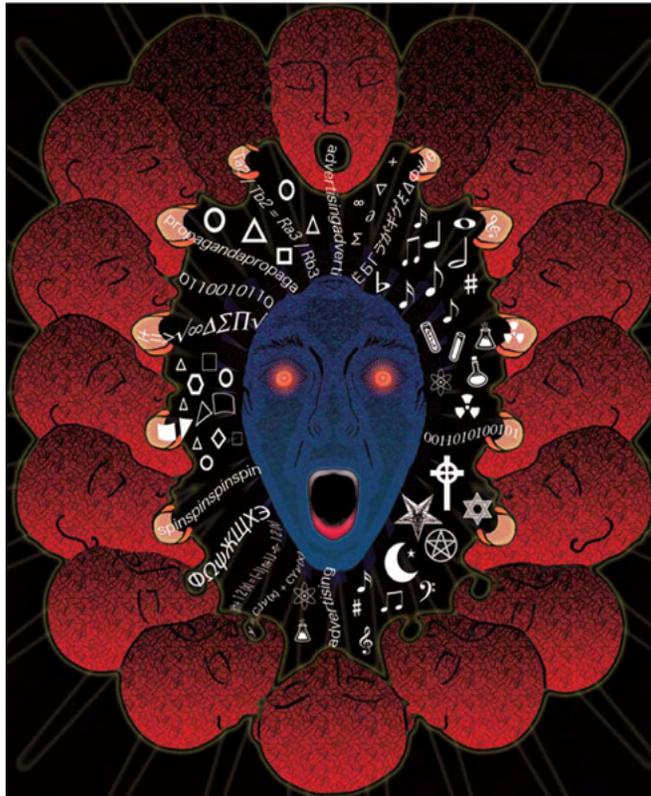
Economics

Medicine

Journalism

Education

*... and so on*



"Democracy"

"Freedom"

"Marriage"

"Security"

"Privacy"

"Rights"

"Ethical"

"Evil"  
*and so forth ...*

The Institute of General Semantics  
invites you to participate in an international conference and conversation  
about *Making Sense*.

### Conference Information

- October 27-28, 2006
- Arlington Hilton hotel in Arlington, Texas
- Dr. Renee Hobbs as keynote speaker
- Registration includes Breakfast and Lunch
- Student and daily rates available
- Group rates for hotel
- *See inside for more details*

### Call For Papers

- Submissions due May 15, 2006
- Limited to 3,000 words
- 25-minute presentations
- \$500 awards for best student submissions
- Alternative formats encouraged
- Selected papers published on conference CD
- *See inside for more details*



**Institute of General Semantics**

founded in 1938 by Alfred Korzybski

## Make Plans Now to Attend

### Making Sense

*Do you?*

*How do you?*

*How do you know?*

The Institute of General Semantics in Fort Worth, Texas, announces its 13th international conference. Since 1941, the Institute has sponsored a wide array of conferences that have stimulated thinking, conversation and debate on topics of relevance to individuals and societies.

For 2006, the Institute will provide a forum for thoughtful, intelligent, and creative discussions about a universal human challenge: how do we as individuals and groups *make sense* in the media-saturated and symbol-laden world of 2006?

- What's the difference between *making sense* and *making non-sense*?
- How do we process and *make sense* of the hundreds of daily verbal and non-verbal stimulations to which we're exposed?
- What standards of evaluating do we use to differentiate 'meaningful' messages from the noise and clutter?
- How can we improve our abilities to *make sense* as individuals, groups, cultures, etc.?
- How do we *come to our senses* and learn to awaken our non-verbal awarenesses?
- How can individuals and groups co-exist with other individuals and groups who hold different ideas about what *makes sense*?
- What are some of the consequences of *not making sense* for our cultures, environments, societies and governments?

**General Semantics (GS)** takes a scientific approach to the study of how we perceive, construct, evaluate, communicate, and behave in response to life experiences. From our experiences and evaluations, we generate significance or 'meanings' which can then be further evaluated, analyzed, modified, corrected, or continued. Therefore we consider GS a structured method for *making sense*. This conference seeks to explore issues related to *making sense* from a GS perspective as well as other perspectives which can be articulated and evaluated in this conference format.

## Call For Papers

**Submission Deadline: May 15, 2006**

### Requirements and Procedures

Papers should not exceed 3,000 words. Please include a 150-word abstract with your submission.

We encourage proposals for alternatives to papers—posters, skits, media presentations, or panels. Such proposals may, in lieu of a paper, include detailed outlines, descriptions, or media samples, but should not exceed 12 pages of content.

Submissions must be received in electronic format. Email attachments, CD, or DVD media are acceptable forms of delivery. Most popular file formats may be used, such as: MS-Word; PowerPoint; WordPerfect; PDF; mpeg, avi, wmv, mp3, or wma media files; and HTML/browser-compatible. Email submissions to: [submissions@time-binding.org](mailto:submissions@time-binding.org). Mail submissions to IGS, 2260 College Ave, Fort Worth, TX 76110-1952.

Submissions will be reviewed by the conference committee for relevance, suitability, originality, and appropriateness for this conference. Reviewer comments may be provided for submissions not accepted, if requested in advance by the authors.

Presentation time will be limited to 25 minutes maximum. The conference committee may grant time exceptions at their discretion.

Authors will receive notice of acceptance status no later than July 1, 2006.

Conference attendees will receive a compilation of papers and presentations on CD at the conference.

### Student Awards

To encourage participation from full-time students, we offer two awards for outstanding student submissions.

Each award will include a \$500 cash prize and paid registration for the conference. Prizes will be awarded at the conference banquet. Recipients must attend the conference.

Full-time high school, undergraduate, and graduate students as of May 1, 2006, are eligible for the student awards.

## Conference Banquet and Featured Speaker

**Dr. Renee Hobbs**, one of the leading media literacy authorities in the country, will deliver the conference keynote presentation as the 54<sup>th</sup> in the series of *Alfred Korzybski Memorial Lectures (AKML)*.

Dr. Hobbs directs the Media Education Lab at Temple University and is a co-founder of the Alliance for a Media Literate America (AMLA). She has provided media literacy consulting services to clients as diverse as the Texas Educators Association, *Time For Kids* magazine, and Court TV. For more on Dr. Hobbs, see [www.reneehobbs.org](http://www.reneehobbs.org)

The banquet and Dr. Hobbs' featured lecture on Saturday night, October 28, 2006 will provide a fitting conclusion to the *Making Sense* conference. Registration for the full conference includes one admission to the banquet. Additional banquet tickets, or tickets for those purchasing daily registrations, will be available for \$50 prior to the conference.

The AKML series began in 1952 as a means to build upon Korzybski's work toward more sane behaviors and attitudes among human time-binders as described in his book, *Science and Sanity*. The series has featured dozens of well-known and highly-respected individuals, such as:

R. Buckminster Fuller	Steve Allen
Abraham Maslow	Robert Anton Wilson
Gregory Bateson	Ellen Langer
Karl Pribham	Lou Marinoff
Warren Robbins	Dr. J. Allan Hobson
Dr. Albert Ellis	Robert L. Carneiro

For the complete list of AKML speakers, see [www.time-binding.org/institute/akml.htm](http://www.time-binding.org/institute/akml.htm)

## Pre-Conference Workshop October 24-26, 2006

The Institute of General Semantics will host a pre-conference workshop on *Making Sense by Coming to Our Senses* from October 24<sup>th</sup>-26<sup>th</sup> at Read House in Fort Worth. Tuition for the 2.5-day workshop is \$200 for IGS members, \$250 for non-members, and \$125 for full-time students. Registration and lodging information is available online:

[www.time-binding.org/2006-conf/workshop](http://www.time-binding.org/2006-conf/workshop)

## Conference Registration

**Registration** includes:

- Conference fees
- Breakfast, lunch, morning and afternoon refreshments each day
- One admission to the Saturday night banquet and 54<sup>th</sup> Alfred Korzybski Memorial Lecture with Dr. Renee Hobbs
- Conference materials, including CD with all papers and presentations

*IGS Members:* \$200 \*prior to September 30<sup>th</sup>

*Non-Members:* \$250 \*prior to September 30<sup>th</sup>

*Spouses, Family:* +\$150/each additional person

*Full-time Students:* \$150 \*prior to September 30<sup>th</sup>

*Daily Rate:* \$125 (does not include banquet)

*Individual tickets for banquet/lecture:* \$50

*\*Late Registration:* \$50 late registration fee applies to all registrations received after September 30<sup>th</sup>.

To register for the conference:

- Online: [www.time-binding.org/2006-conf](http://www.time-binding.org/2006-conf)
- Phone: 1-817-922-9950
- Fax: 1-817-922-9903
- Mail: IGS, 2260 College Ave, Fort Worth, TX 76110 (no form necessary, include name, contact information, student status, and registration choices)

We accept personal or company check, money order, Visa, or MasterCard. International registrants who are not IGS members must pay by check or equivalent.

*Registration refunds:* An administrative fee of \$50 will be retained for conference registration cancellations made prior to October 6<sup>th</sup>. No refunds can be provided for cancellations after that date.

## Hotel Reservations

The Arlington Hilton group rate for this conference is \$95/night plus applicable taxes and fees.

The Hilton provides complimentary shuttle service to/from DFW International Airport. Contact the hotel directly to arrange room reservations:

**1-817-640-3322, ext 6606**

To receive the IGS conference group rate, make your hotel reservations prior to October 6, 2006.