

CONTENTS

PREFACE	v
INTRODUCTION	xi
I BEHAVIORAL APPROACHES	
Empirical and Experimental Research Possibilities in General Semantics—Alvin A. Goldberg	3
Korzybskian Models for Research— Kenneth G. Johnson ..	23
Relational Abstracting and the Structural Differential— Otto F. Bauer	37
Levels of Individuation in Semantic Structures— Charles F. Vick	41
Researching the “Intangible”—Charlotte S. Read ..	47
The Semantic Interaction Test—Rachel M. Lauer ..	55
Specifying the Structure of Our “Semantic Reactions”— C. A. Hilgartner, MD	61
Use of Psychological Scaling Methods for Quantifying Observable Aspects of Semantic Reactions— Franklin H. Silverman ..	69
Sociometric Measures of Semantic Reactions— Alton B. Barbour ..	77
The Measurement of Interpersonal Trust—Kim Giffin	89
The Situational Analysis of Urban Communication: An Extended-Case Study of Racial Tension—Russell W. Jennings, Thomas J. Pace, Jr. and Dennis E. Winters	95

II HUMANISTIC APPROACHES

Consciousness of Abstracting in Literary Research— Donald E. Washburn ..	109
The Critical Approach—Robert G. Johnson	119
General Semantics as a Critical Tool in Literary Research—Paul Hunsinger	125
Rhetoric, General Semantics, and Ideology— Lawrence W. Rosenfield ..	139

III PHENOMENOLOGICAL APPROACHES

Introduction to the OG Principle of Research— Gerald M. Phillips ..	149
A Perceptual Approach to Rhetorical Study— Richard B. Gregg ..	161

IV INTERDISCIPLINARY APPROACHES

Integration of the Integrative Disciplines— Glynn Harmon ..	175
Linguistics and General Semantics: A Reappraisal— Joseph A. DeVito ..	185
Psycholinguistics and General Semantics: Some Conceptual “Problems” and “Resolutions”— Joseph A. DeVito ..	193
Possible Areas of Research in General Semantics: An Interdisciplinary Approach—George A. Borden ..	205
Research on Structural Design in Scientific Documents— Bess Sondel ..	211

V CONCERNING RESEARCH

Semantic Factors in the Research Process— D. David Bourland, Jr. ..	217
The Proper Study of Mankind Is Man—James M. Broadus	229
The Researcher and the Three “Laws of Thought”— Elwood Murray ..	235

VI CONCERNING THE CONFERENCE	
An Evaluation of the Conference—James E. Roever	247
Observations—Titus Podea	253
Summary Session	257
VII NAME INDEX	273
VIII SUBJECT INDEX	278