

OUTLINE OF GENERAL SEMANTICS

Sanford I. Berman, Ph.D.

EXTENSIONAL ORIENTATION

(Scientific Method)

1. Recognizes the importance of semantic environment but is not controlled by the stereotypes and false-to-fact generalizations.
2. Manifests a symbol reaction. He pauses, delays, observes and analyzes before acting or talking. He controls his own behavior.
3. Is able to distinguish between factual statements and inferential and his behavior recognizes these differences.
4. Manifests a "non-allness" orientation. Is constantly conscious of the ETC. Realizes the limited nature of his knowledge. Is conscious of abstracting.
5. Is not guilty of the misvaluation of projection. He tries to find out what people mean rather than what words mean. He realizes that words can be used in many different senses and given many meanings.
6. Realizes that the world is constantly changing and dates his evaluations. Is not guilty of "all-timeness". He does not "peg" people but dates each person, situation, happening, etc.
7. Realizes that no two things are identical, that everything is different and unique. Looks for and is oriented by differences as well as similarities. He indexes his evaluations in noticing differences.
8. Manifests a multi-valued orientation. Does not over-simplify things or people into a one or two-valued orientation. Realizes graded variations in things and does not confuse contraries with contradictories.
9. Is oriented to life facts rather than words and verbal associations. Solves problems by doing rather than talking. Talks with extensional devices. Partakes in fantasy and fiction but knows the difference between them and fact
10. Realizes the psychological importance of "small talk" or phatic communion and partakes in social talk freely. Realizes the difference between phatic communion and serious talk. Knows the differences between silence 1 and silence 2.

INTENSIONAL ORIENTATION

(Immature Behavior)

1. Is not conscious of the control that the language and semantic environment has upon him. Acts according to the false-to-fact stereotype and generalizations.
2. Manifests a signal reaction. He responds in a signal manner, overly quick, impulsive and controlled by the environment surrounding him.
3. Acts on inferences as if they were factual. Not able to distinguish between his assumptions and factual descriptions.
4. Afflicted with the psychological disease of "allness." He thinks he knows it all. Is not conscious of the ETC., that one does not know it all or can say all about anything.
5. Acts as if meanings are in words and will argue over the real meaning of words. Immediately projects his meaning into your words without trying to find out what you meant. Guilty of the "container myth", i.e., the assumption that words contain meaning.
6. Fails to date his evaluations by maintaining a static orientation. Fails to see changes in people, things, situations, etc., thereby preserving biases and hates.
7. Guilty of identification in which he sees different and unique things as being identical. Does not index his evaluations. Confuses words with things and is oriented by similarities only.
8. Manifests an allness one-valued orientation or an "either/or" two-valued orientation. Creates arguments and deepens conflicts by assuming a two-valued nature of things. Does not think and behave in terms of degrees.
9. Responds "over-emotionally" to things in terms of words and verbal associations. Solves problems by argument. Is oriented to words rather than facts. Talks and behaves without extensional devices. Acts on fantasy and fiction as if they were factual.
10. Does not engage in phatic communion. Regards "small talk" as "silly". Does not understand the importance of talking to prevent silence. Creates "coldness" by failing to engage freely in phatic communion in a social situation.