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Language in thought and action ebook

S.I. Hayakawa's full name is Samuel Ichiye Hayakawa. The son of an import-export merchant, Hayakawa was born on July 18, 1906, in Vancouver, British Columbia. Hayakawa received his bachelors degree from the University of Manitoba and his masters degree from McGill University. While he was studying for his Ph.D. at the University of Wisconsin, Hayakawa worked as an assistant instructor in English, becoming a professor in the English extension division in 1936. In the 40 years that followed, Hayakawa joined the faculties at numerous universities and colleges as a professor, eventually becoming president emeritus at San Francisco State University. Hayakawa is the author of a number of books that cover the meaning of language and similar subjects. Among his book credits are the Book-of-the-Month selection *Language in Action*, *Modern Guide to Synonyms and Related Words*, *Dimensions in Meaning*, and *Quotations from Chairman S.I. Hayakawa*. The periodical *ETC: Of Our Language and Our World* is considered one of Hayakawa's greatest contributions to modern letters. Hayakawa has also contributed to *New Republic*, *Harper's*, *Sewanee Review*, and other periodicals. Want more? Advanced embedding details, examples, and help! In an era when communication has become increasingly diverse and complex, this classic work on semantics—now fully revised and updated—distills the relationship between language and those who use it. Renowned professor and former U.S. Senator S. I. Hayakawa discusses the role of language in human life, the many functions of language, and how language—sometimes without our knowing—shapes our thinking in this engaging and highly respected book. Provocative and erudite, it examines the relationship between language and racial and religious prejudice; the nature and dangers of advertising from a linguistic point of view; and, in an additional chapter called "The Empty Eye," the content, form, and hidden message of television, from situation comedies to news coverage to political advertising. This book is an interesting, concise, and well-written book about linguistics, particularly semantics. It particularly deals with how we know what we know, and how we frequently systematically misunderstand or miscommunicate because of limitations of language - or our use of language - for conveying what we mean. In many ways, it is about the evolution of prejudice in individual minds as a consequence of confusing levels of abstraction, so that "Pigs are dirty" implies that Hampton is dirty beca This book is an interesting, concise, and well-written book about linguistics, particularly semantics. It particularly deals with how we know what we know, and how we frequently systematically misunderstand or miscommunicate because of limitations of language - or our use of language - for conveying what we mean. In many ways, it is about the evolution of prejudice in individual minds as a consequence of confusing levels of abstraction, so that "Pigs are dirty" implies that Hampton is dirty because Hampton is a pig, even though Hampton has always demonstrated excellent hygiene. The problem is that "Hampton" is a specific pig, being observed at a specific time, and is at a different level of abstraction than "pig" in general (or even "farm animal" or "animal" or all kinds of other categories you could put him into). Even if my whole experience of pigs leads me to believe they are dirty, my experience remains limited, and I may err in applying the trait to Hampton. Unwillingness to let Hampton be clean is a prejudice related to cognitive inflexibility - often related to the inability to see different levels of abstraction for what they are. The characteristic metaphor here is that "maps" - levels of abstraction - fail to correspond to "territories." He details the differences between reports, inferences, and judgments, which are easily confused, at times with significant consequences.The book does not entirely dwell on the negative. It has interesting discussions of the ways we use talk ritually. In such instances, the words have little to do with what is communicated, or why the words are said. These analyses are well-done and instructive.Towards the end of the book, Hayakawa turns from describing the more basic aspects of representing information to the ways certain systems of representation - such as television - change our perspective and understanding in ways that might not be desirable. He describes the effects of television on advertising, human motivation, and politics. He ends with a discussion of "cultural lag," which is a sociological term for "the continued existence of obsolete institutional habits and forms." The characteristic metaphor is having "horse and buggy" ways - living as though one's social conventions were appropriate even though technological and social advancement have changed the entire landscape for social interaction. ...more This article does not cite any sources. Please help improve this article by adding citations to reliable sources. Unsourced material may be challenged and removed.Find sources: "Language in Thought and Action" - news - newspapers - books - scholar - JSTOR (March 2008) (Learn how and when to remove this template message) Language in Thought and Action First editionAuthorS. I. HayakawaCountryUnited StatesLanguageEnglishSubjectSemanticsPublisherHarcourtPublication date1949Media typePrint (Hardcover and Paperback)Pages196 pp (5th edition paperback)ISBN978-0-15-648240-0OCLC23137765Dewey Decimal420.143 20LC ClassPE1585 .H36 1990b Language in Thought and Action is a 1949 book on General Semantics by Samuel Ichiye Hayakawa, based on his previous work *Language in Action* (1939). Early editlons were written in consultation with different people. The 5th edition was published in 1991. It was updated by Hayakawa's son, Alan R. Hayakawa and has an introduction by Robert MacNeil. The book has sold over one million copies and has been translated into eight languages. Insight into human symbolic behavior and into human interaction through symbolic mechanisms comes from all sorts of disciplines: not only from linguistics, philosophy, psychology, and cultural anthropology, but from attitude research and public opinion study, from new techniques in psychotherapy, from physiology and neurology, from mathematical biology and cybernetics. How are all these separate insights to be brought together? ...I have examined the problem long enough to believe that it cannot be done without some set of broad and informing principles such as is to be found in the General Semantics of Alfred Korzybski. External links Wikiquote has quotations related to: Language in Thought and Action This article about a book on language, linguistics or translation is a stub. You can help Wikipedia by expanding it.vte Retrieved from " In an era when communication has become increasingly diverse and complex, this classic work on semantics—now fully revised and updated—distills the relationship between language and those who use it.Renowned professor and former U.S. Senator S. I. Hayakawa discusses the role of language in human life, the many functions of language, and how language—sometimes without our knowing—shapes our thinking in this engaging and highly respected book. Provocative and erudite, it examines the relationship between language and racial and religious prejudice; the nature and dangers of advertising from a linguistic point of view; and, in an additional chapter called "The Empty Eye," the content, form, and hidden message of television, from situation comedies to news coverage to political advertising. 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