

General Semantics – The Map is Not the Territory

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Abstract

General Semantics is a 'study of words' or 'the study of meaning' as these terms are ordinarily understood. Not to be confused with semantics, a different subject concerned with words, General Semantics is about 'abstracting' a term referring to our individual reactions to events of all kinds. General Semantics is about evaluation and misevaluation and how to improve understanding so as to avoid conflict. It is a method to change our habitual ways of thinking and this is not as easy as it seems. Language is not the reality but an articulation of perceptions of reality by the user. Different users will present the same reality in different words thereby creating different perceptions. General Semantics is concerned with the role of language in relation to predictability and evaluation and hence language is the 'map' and not the 'territory'.

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