Communication, Consciousness, and Culture

A Symposium Sponsored by the Institute of General Semantics

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THE PLAYERS, 16 GRAMERCY PARK SOUTH, NEW YORK, NY 10003

We welcome papers and proposals that fit the symposium theme or that otherwise relate to the topics of general semantics, linguistics and semiotics, media ecology, communication and culture, science and the empirical method, epistemology and phenomenology, cybernetics and systems theory, technology and society, art and perception, cognition and consciousness, evolution and emergence, health and human potential, etc.

FEATURING THE 72ND ANNUAL ALFRED KORZYBSKI MEMORIAL LECTURE
TO BE DELIVERED BY
MARYANN WOLF

Dr. **Maryann Wolf** is a scholar, teacher, and advocate for children and literacy around the world. She is the Director of the Center for Dyslexia, Diverse Learners, and Social Justice at UCLA and the former John DiBiaggio Professor of Citizenship and Public Service at Tufts University. She is the author of *Proust and the Squid: The Story and Science of the Reading*; *Tales of Literacy for the 21st Century*; and *Reader, Come Home: The Reading Brain in a Digital Culture*. She is co-author with Martha Denckla of the RAN/RAS naming speed tests, a universal predictor of dyslexia, and the creator of the RAVE-O Intervention Program for all struggling readers. She has received multiple awards for her contributions to the neuroscience of reading; the major awards from the International Dyslexia Association and the Einstein Award from the Dyslexia Foundation for her dyslexia research; and the Media Ecology Association's Walter Ong Award for Career Achievement in Scholarship for her work on the effects of different media on the intellectual development of the species. Most recently, she was elected a permanent member of the Pontifical Academy of Science. Dr. Wolf's Korzybski Lecture is entitled:

Deep Reading in a Digital Milieu:
The Beauty, the Threats, and Choice

This lecture will use research from cognitive neuroscience to present an evolving portrait of the reading brain in a digital world, where the threat of continuous distraction competes with the perception of beauty and meaning in written language. An understanding of how different media shape and influence the development and use of deep reading processes will be used to discuss the antidote of choice by the reader, as well as the potential repercussions for our society and democracy.

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