

SEMANTOGRAPHY FOR AVIATION PURPOSES

Sydney, 25th November 1951

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Dear Dr. Dodd,

I have studied your paper read at the American Association for Public Opinion Research at Princeton, titled "Testing Message Diffusion from Person to Person" and I admire the thoroughness and the ingenuity of the experiments, as well as the conclusions drawn. I feel sure that these experiments will be of great value. As you are "welcoming suggestions" I can't help trying to show how Semantography could be used with advantage for the purpose mentioned, the dropping of leaflets.

Semantography is a simple Semantics and Logic. It comprises a tool for spotting vague and ambiguous words, which may have different meanings for different people. Consequently, the contents of a leaflet could be examined by translating it into Semantography. Those words which are vague in meaning and which therefore may become exaggerated in meaning when travelling as rumors, can then be spotted. If the leaflet is intended for the home country, those words can then be replaced by other more concrete words. If intended as a weapon in an enemy territory, the words in questions can be used deliberately in psychological warfare, a more human form to end a shooting war.

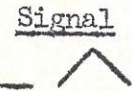
We are witnessing a terrifying spectacle. Men of totalitarian doctrines, who in their own countries have abolished all Freedom of Speech and of the Press, are using deliberately these Freedoms in the democratic countries in a psychological warfare to befog the minds of millions of people, not only young ones, but even the minds of scientists. The damage thus done by people turned traitors, spies and "fifth columnists" is equal to many millions of dollars spent for defence and made useless. The trouble is that the people were not taught a simple Semantics in school - because there was no such method available. Now we have Semantography - and I am ready to show that it can be taught to children and adults in say 10 lessons, and it would make them immun to the word propaganda now inflicted upon them from the outside and from mislead "fellow-travellers" from the inside.

Considering that billions of dollars are spent for defence, I hope that at least a test will be made with Semantography. Bertrand Russell, the greatest living logician wrote, that spending money to make Semantography known, means "performing an important Service to Mankind." I shall be glad to respond to any request for showing the application of Semantography to the particular problems with which you are dealing, and to the general problem of making a population immun against the propaganda of the enemy.

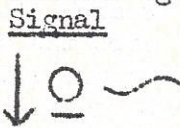
In the following paragraphs I want to point out another use of Semantography for aviation purposes, namely for signals in rescue operations. It enables wrecked, stranded and marooned people to signal their needs to aircraft above. The present procedure is highly unsatisfactory. A code must first be dropped to the people in distress. Then they in turn will lay out on the ground some lines in accordance with the code signals. Then the aircraft must return to read those signals. The delay may mean the difference between life and death. Moreover, messages which are not contained in the dropped code, cannot be transmitted. These procedures have been demonstrated in the bad blizzard winter in the United States a few years ago. I have seen the film "The secret Land" of Admiral Byrd's antarctic expedition with a navy and air task force. There too, a code had to be dropped to the crew of a wrecked bomber, and the airplane had to return to read the message.

Semantography is basically a pictorial symbolic writing. Consequently real things which exist in nature and have an outline can be readily depicted, whereas vague and am-

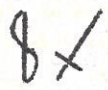
biguous words are not picturable. Semantography being basically a Picture Writing, has the advantage before any signal code, of being not arbitrary, as the examples below will show. Consequently it can be learned in a few lessons. Airmen learn so many things that these few lessons will not make any difference. The greatest advantage however is that the pictures of Semantography have the same meaning in all languages. As it happens nowadays, planes crash in foreign countries, and the rescuing pilots speak often a different language. Today a number of signals, like SOS are international, and as you will soon see, the pictorial symbols of Semantography can quickly become international.

				
Roof, Shelter Cover, Protection	minus without	<u>without shelter</u>	tent	<u>drop tent</u>

The symbols of Semantography have no meaning when seen up-side down, just as a word written in block letters. However, the airplane circles usually to read any message. Moreover, the symbol for start can be added (see below) to indicate the start of a message

				
mouth	earth	food	water	<u>drop food water</u>

Mouth and earth form the combination symbol for food. The following symbol indicates a simplified rod of Aesculapius the age-old symbol for Medicine.

					
Medicine	knife	operation	a person (standing)	lying	sick (knees drawn up)

In the large chapter on Medicine (p. 391 ff) of my work SEMANTOGRAPHY (3 volumes) I have shown that many medical terms can thus be depicted. In the following line, birth is depicted symbolically as a star appearing under a roof. The symbol for the past added would mean had birth, the symbol for future added would mean expecting birth.

					
star	birth	past	future	start	stop

The use of these symbols are explained in the chapter "Emergency Signals to Ships and Aircraft" p. 366, Volume 2. There a device is explained for quick signalling from ship to ship. These symbols are independent of any language and are easy to grasp and to combine. I can well imagine that a folder showing the main symbols could become standard equipment for pilots and aircrafts.

This may have great application for the Western Forces combined in the Atlantic Pact Powers. There, aircrafts of different countries are to co-operate. Semantography can also be used for interlinguistic symbols on knobs, levers and other operating parts of machines and apparatuses. The symbol for start and stop shown above can be used, so that people who speak different languages can understand the directions on machinery, weapons, and the like. I am ready to show that even whole messages can be transmitted on paper, which one party can read in English and another party in French, or Italian, etc. or any other language. Underwood Corporation of New York has agreed to adjust an ordinary typewriter model for the typing of semantographic symbols.

I had in mind to approach the office of General Eisenhower, Supreme Commander of the Atlantic Pact Powers. However, a seemingly unimportant letter from a private person would not find sufficient attention. May be, you can help me in this approach, as you have not only the scientific training in inter-linguistic communication, but also you are in America. Billions of dollars are spent for defence purposes, including means of communication. It should be worthwhile to give me an opportunity to demonstrate the practicability of Semantography for all the purposes mentioned above. I enclose a few leaflets, and thank you for all help you will give to this idea.

Yours Sincerely
C. K. Bliss
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