“It is becoming easier... to destroy that anagram of the human which true language makes... The consciousness of the many harmonies of words is continually exciting; the recognition and awareness of word-wisdom today becomes a biological necessity... no less than a technique for survival.”

... from GEOFFREY WAGNER’S ON THE WISDOM OF WORDS

Geoffrey Wagner, author of more than twenty books and Consultant to the second edition of Language in Thought and Action, comes to the defense of words. In the face of mounting McLuhanism, political double-talk, and unthink, he believes that language is still an important form of human communication. This vivacious, learned book is his standard, his call to arms. Its scope is unusually wide: ranging from minutiae of grammar to the idiocies of popular euphemism. Every form of language folly is flayed with anecdotes which are pertinent, up-to-date, and always entertaining. In discussing anthropologists, disc jockeys, Bertrand Russell and Bob Dylan, government, industry, and the “art” of advertising—wherever there is abuse or great facility—Geoffrey Wagner conveys the virtues and desperate need for using words conscientiously. If language is one of the tools of technology, he says, then the conscious use of words must also be a weapon against the abuses of technology.

ON THE WISDOM OF WORDS has the entertaining yet fundamentally serious quality of Games People Play. It will appeal to a wide range of word-lovers and to those who view the future of the word with much misgiving.

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