
This book merges the philosophies of Milton Erickson's "utilization" approach with Carl Rogers' "person-centered" approach to form Hugh Gunnison's "hypnocounseling" approach. (More specifically hypnocounseling involves the use of Ericksonian hypnosuggestive language in conjunction with Rogers' person-centered, highly facilitative relationship. Hypnocounseling, unlike hypnotherapy, is not a primary strategy for the elicitation of trance or deep hypnosis. Rather, hypnocounseling can become an important adjunct or support of the counselor's primary strategy — e.g., Adlerian, cognitive-behavioral, psychodynamic, etc. — and can be used as an eclectic bridge for the various approaches.)

Hypnocounseling encompasses Rogerian and Ericksonian ideas such as: person-centeredness, the self as a tool, the importance of caring and respect for the client, the importance of empathy, genuineness, and the use of metaphors. Hypnocounseling also posits that humans are not locked into the chains of cause-and-effect determinism — "The human is assumed to be 'holistic' and not shrouded in reductionism." And hypnocounseling is sensitive to physicist Stephen Hawking's assertion that the human brain is affected by the uncertainty principle accounting for the randomness and unpredictability associated with the quantum mechanics in human behavior.
Implied Directive Language (IDL) is essential to hypnocounseling: "The use of words like 'can,' 'might,' 'could,' 'possibly,' etc., encourages communication that is tentative and highly respectful of the client’s world and wishes, and also indirectly implies client choice power.” Also essential are the research findings of R.R. Carkhuff and his associates which include “Rogers’ facilitative conditions” — if the counselor can provide a certain type of relationship, the other person will discover within himself the capacity to use that relationship for growth and personal development.

_Hypnocounseling_ includes many practical counseling strategies and techniques, and because the writing is clear and engaging it can be profitably read by laypersons as well as interested professionals. The author also has a strong interest in general semantics. (From the book’s preface: “Since Hypnocounseling depends so much on the sensitive use of language, you will probably notice my dependence on General Semantics as well as my occasional use of E-Prime language …”)


Using a variety of statistical analyses, Charles Murray in *Human Accomplishment* has compiled inventories of people who have been essential to the fields of literature, art, philosophy, and the sciences — a total of 4,002 men and women from around the world, ranked according to their eminence. Here is a brief sampling, in rank order, of the top five individuals in some categories:

**Astronomy:** Galileo, Kepler, W. Herschel, Laplace, Copernicus  
**Biology:** Darwin, Aristotle, Lamarck, Cuvier, Morgan  
**Chemistry:** Lavoisier, Berzelius, Scheele, Priestly, Davy  
**Physics:** Newton, Einstein, Rutherford, Faraday, Galileo  
**Mathematics:** Euler, Newton, Euclid, Gauss, Fermat  
**Medicine:** Pasteur, Hippocrates, Koch, Galen, Paracelsus  
**Technology:** Watt, Edison, Leonardo, Huygens, Archimedes  
**Western Philosophy:** Aristotle, Plato, Kant, Descartes, Hegel  
**Western Music:** Beethoven, Mozart, J.S. Bach, Wagner, Haydn
Copyright of ETC: A Review of General Semantics is the property of Institute of General Semantics and its content may not be copied or emailed to multiple sites or posted to a listserv without the copyright holder's express written permission. However, users may print, download, or email articles for individual use.