

Fusion 7 Functional Marketing

A New Group has being formed whose identity is a seeding of the eighth functional specialty. "Functional Marketing" is an relatively obvious variant on "Communications as Functional Specialty," but more publically accessible. The group has both members and associates. The group was formed primarily in relation to **[A] the marketing of Lonergan's economics**, but has a larger interest in (and this also relates to present problems in economics) **[B] the promotion of functional collaboration in any discipline.**

Associates are those interested in maintaining contact with the project without necessarily any active involvement beyond casual promotion of it. Members are committed to pursue both the promotion of [A] and [B] in manners determined by ongoing group e-mail discussion,¹ and publications within the specialty.

For better public identification the group is named *Howfield Marketing*. "How field?" has the usual games-meaning, but the word also relates to two suggestions of Lonergan regarding [I] **the field** as the goal of the human enterprise;² [ii] linguistic feedback: *HOW* future language is to express - field - subjectivity.³ This second meaning draws attention, for the group and others, to the full scientific status of the eighth specialty and the control-demands in its language.

¹Already there are initiated determined efforts to edge into the teaching of both grad 12 and first year university courses some interest in Lonergan's "Two-Circuit" analysis, to promote more widely his theoretic of both credit and profit, and to reach government circles.

²"The field is the universe, but my horizon defines my universe"(*Phenomenology and Logic*, 199).

³"The possibility of insight is achieved by linguistic feed-back, by expressing the subjective experience in words and as subjective"(*Method in Theology*, 88, note 34). There is a second occurrence of the phrase, boldfaced here, missed in printing, on line 12 of page 92: "linguistic **feed-back is achieved, that is in the measure that** explanations"

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⁴Russell Baker's Website, libertybelle.ca , is to contain a section on **Functional Marketing**. The section will be duplicated on www.philipmcshane.ca