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Doublespeak: From Revenue Enhancement to Terminal Living : How Government, Business, Advertisers, and Others Use Language to Deceive You

William Lutz

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William Lutz : Doublespeak: From Revenue Enhancement to Terminal Living : How Government, Business, Advertisers, and Others Use Language to Deceive You before purchasing it in order to gage whether or not it would be worth my time, and all praised **Doublespeak: From Revenue Enhancement to Terminal Living : How Government, Business, Advertisers, and Others Use Language to Deceive You**:

0 of 0 people found the following review helpful. Say What You Mean- Yeah, Right!!!...Dream AgainBy Bruce J BlanchardWords mean something everytime they are spoken, even lies. When you don't like the truth, grab onto a word and give it a new meaning. Leave your listeners with the biggest doubts. Going back to the original definition of Doublespeak is claiming the "the indefensible becomes dispensible." Take the worst that can happen and spin it into a good thing. That's Doublespeak. You're leaving off a large number of people and shoving them on the unemployment lines, just claim you are relocating them into other areas. Never admit to deaths and just say somebody was in the way when the bad stuff went down. The best of politicians have done it. The military does it when their tests don't work out. Advertizing....is so full of it!!! Virtually means nothing. Can and May mean exactly that....maybe. This is what we've inherited and accepted in the role we've chosen. It's all there...circa 1985. Scary, isn't it it should be. It hasn't

gotten much better than that. And it's gotten worse. "You misspoke me." Say what and you said it. "I really didn't mean just what I said." Really, so what did you mean to say? The words are out there in a convoluted language designed to drive us insane and pretty meaning nothing. You can't defend what you said? Don't worry, speak bs and words communicating time and not space. The problem with this book is knowing how to deal with the knowledge you're offered. The content within the book is beau coup wonderful. The examples are gong to make you angry! The sequel is on it's way and I have read it. Be prepared - it doesn't get better. 0 of 0 people found the following review helpful. Definitely recommend this to everyone By Kelly Motakef I read this during my lunch hour and even though it is out-dated, it was fascinating, interesting and definitely made me more aware of the double-speak in our daily lives. After I finish this, I plan to purchase the updated one. Definitely recommend this to everyone! 0 of 0 people found the following review helpful. Knowledge is power. By S. R. Woody The book, "Doublespeak" is a very informative and thought provoking book. The techniques for using the language to mislead and deceive that are described in the book are brilliant and a knowledge of them can be good protection for the rest of us from the people who use them.

Doublespeak is the language of non-responsibility, carefully constructed to appear to communicate when it fact it doesn't. In this lively and eye-opening expose, originally published in 1989, linguist William Lutz identifies the four most common types of doublespeak—euphemism, jargon, gobbledygook or "bureaucratese," and inflated language—showing how each is used in business, advertising, medicine, government, and the military. In this seminal book, Lutz articulates that the goal of doublespeak is "to distort reality and corrupt thought."