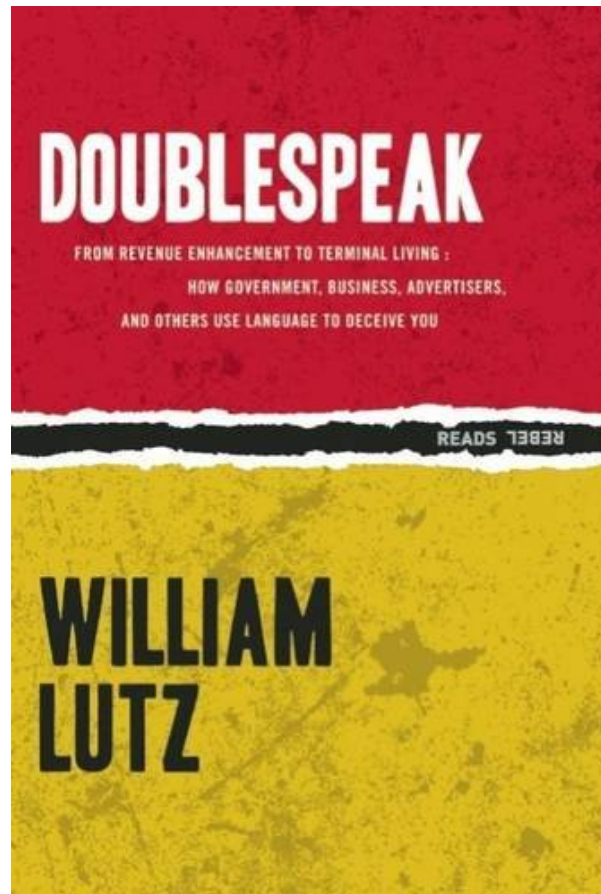
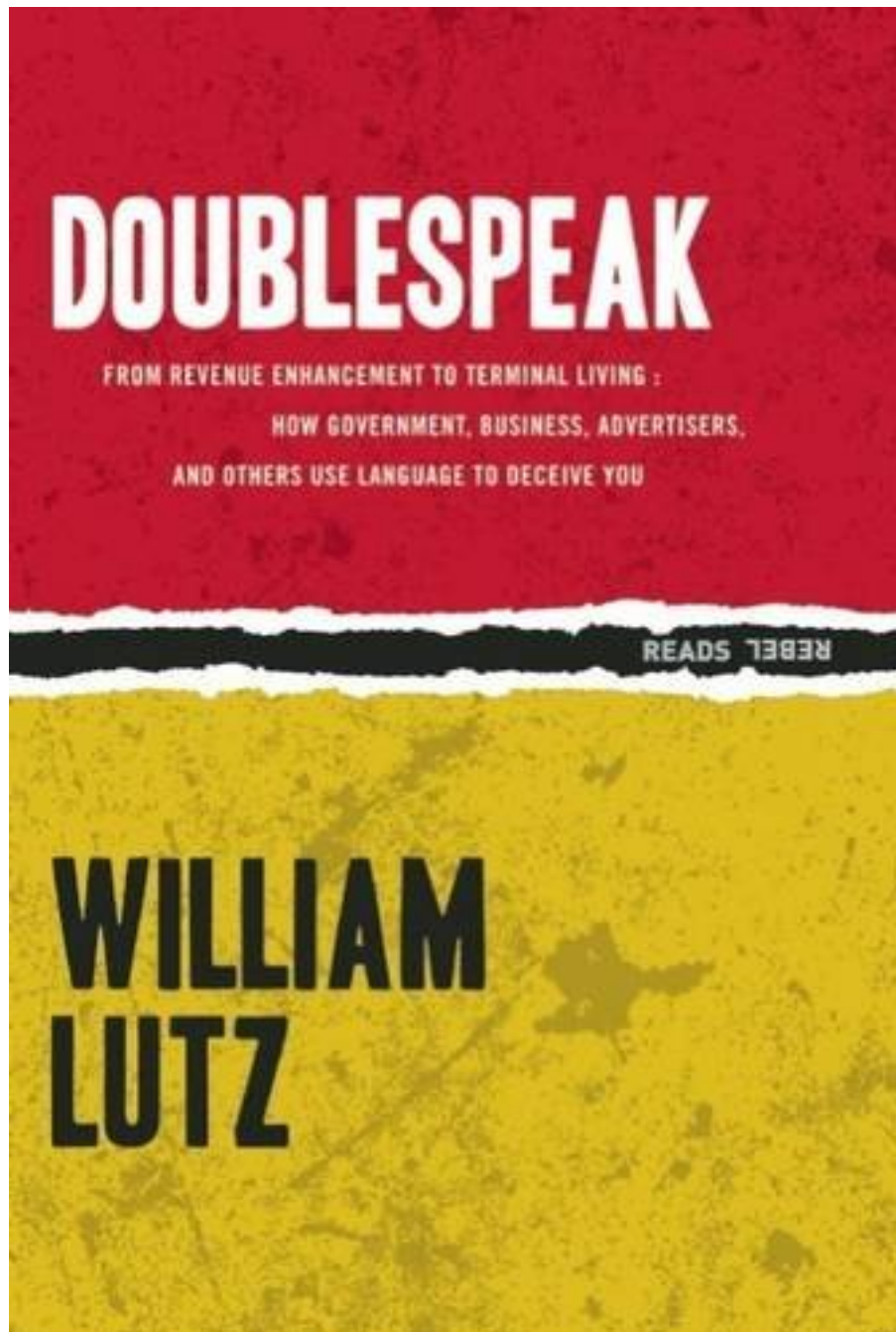


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Doublespeak is the language of non-responsibility, carefully constructed to appear to communicate when it fact it doesn't. In this lively and eye-opening expose, originally published in 1989, linguist William Lutz identifies the four most common types 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."

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By Devace

I was expecting this book to be more a discussion of the dangers of double speak and the effect it's had on our culture. It does a little bit of that, but is mostly a nonstop list of examples of double speak from different industries. Patent cases, food labels, politics, etc. A lot of it is very interesting, but just exhausting to read. I can't take more than a couple pages before my brain is bursting at the seams. I've been chipping away at it for months, and am about 3/4 of the way through. It's an impressive collection and an interesting look into the past. I just wish there were a little more plain speak.

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