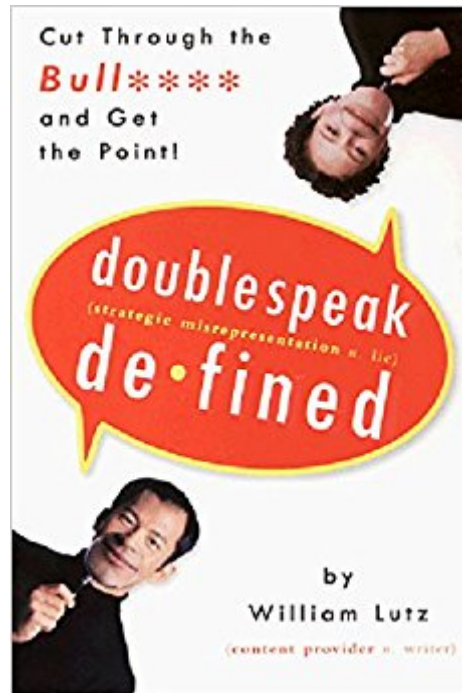




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# Doublespeak Defined



## Synopsis

In an increasingly Orwellian world, everyone should be armed with this hilarious, slyly subversive deconstruction of the slippery locutions of spinmeisters from all walks of public life. Doublespeak guru William Lutz (Doublespeak, The New Doublespeak) is uniquely qualified to bring you this supremely funny exposé of the juiciest ways THEY are trying to bamboozle you! A sampling of Doublespeak Defined: Bald n./ :hair disadvantaged Men in Japan aren't bald; they're "hair disadvantaged," according to The Japan Economic Journal. Diet n./ :1. nutritional avoidance therapy 2. caloric reduction program Frozen adj./ :1 deep chilled 2. fresh 3. hard chilled 4. previously frozen The USDA considers processed chickens "fresh," not frozen, if they have been chilled to 28 degrees Fahrenheit. Chickens so processed have not been frozen but "deep chilled." Light Switch n./ :ideogram illumination intensity adjustment potentiometer Waste paper basket n./ :user-friendly, space-effective, flexible desk side sortation unit Government officials in Toronto, Canada, paid \$123.80 (Canadian) each for these items.

## Book Information

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## Customer Reviews

For years Lutz has waged a battle against "doublespeak," the use of convoluted, evasive, deceptive, misleading, and deliberately ambiguous language. However, any look at the front page of a newspaper or, better yet, at the Federal Register will suggest that Lutz's cause might be a lost one. He is already the author of two books on the topic, and he edited the National Council of Teachers of English Quarterly Review of Doublespeak for 14 years. This year he was contracted by the Securities and Exchange Commission to write instructions on writing stock prospectuses in

"plain" English. The resulting booklet is 58 pages. *Doublespeak Defined*, though, is essentially a thesaurus. Under 14 categories, such as education, the workplace, job titles, and sex and sexes, Lutz lists terms and their doublespeak counterparts. Included are sidebar press reports documenting doublespeak's pervasive reach, and cartoons lampooning its effects. Some examples are amusing and some are silly. Many, though, raise real concerns about the potential dangers of irresponsible and misleading language. David Rouse

"Bill Lutz is the 1990s's George Orwell." -- -- Larry King "Lutz may become the Ralph Nader of public talk as he warns about what may be unsafe at any read." -- -- Kirkus Review "Bill Lutz is the 1990s' George Orwell." -- Larry King "Lutz may become the Ralph Nader of public talk as he warns about what may be unsafe at any read." -- Kirkus Review

This review is of the 1999 "*Doublespeak Defined*" by William D. Lutz. He wrote two previous books about "doublespeak" ( 1989 and 1996). The book is basically a dictionary of how a familiar word is complicated by other names. For example, ink as "writing fluid." I am glad for the "look inside" provided by so the buyer can see other examples. My disappointment in the book was that no advice was given to writers about avoiding doublespeak. Perhaps the only advice needed is write to the point (which I believe is a title of another book). Examples given are of the period with many from the Philadelphia newspaper. The author must live there. The book more a reference than a writing help. But it serves the purpose for which it was written. These 18 years after the publication of this book warrants another doublespeak book. Examples of doublespeak in 2107 are many.

Excellent information!!

Great Book !

Lutz' "*Doublespeak Redefined*" is even better than his original "*Doublespeak*". The approximately 18 years between them has provided ample time for business and government people to forget plain English and resort to all manner of euphemisms to obfuscate what they really mean. Lutz is to be commended for taking perpetrators who are ruining our language to task in a reasonably controlled way. I don't believe I could have! "*Doublespeak Redefined*" ought to be mandatory reading for high school juniors and seniors as well as collegians who hope to make their way in business, education, government, communications and related disciplines. It would be beneficial for all old college grads

and equivalents to peruse it on occasion so they don't fall into the euphemism abyss.

William Lutz is out to save us from the doublespeak ogres. In this his third book on the subject Lutz provides hundreds of obtuse and difficult examples of contorted language from a variety of fields. The primary offenders, of course, are big government and big industry. Lutz assures the reader that his book is a "survival manual for the contemporary linguistic jungle." Without his help we might succumb to the confusing "substance abuse" and "passanger facility charges" of this brave new world. Taken with an appropriate grain of salt, the book makes delightful reading for all of us normal, honest, truthful folk who must beware the doublespeak ogres all around us.

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