

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the problem

The speech titled “On the Use of Chemical Weapons by Syrian Government” are riddled with doublespeak, cherry picked information, unconfirmed reports and outright lies. The true goal of the speech is of course to dehumanized and illegitimized the Syrian government and to manipulate the US population into approving an illegal attack on a sovereign nation.

The meaning of doublespeak is the manipulation of language such as deliberately obscuring the sentences, disguises, distort, make the unattractive seems attractive, in short doublespeak is a manipulation of a language of course the people who uses doublespeak knew what they are doing, hence doublespeak is not a slip of the tongue. Doublespeak is mainly used by government or advertiser to obscure the language, however the use of doublespeak are not limited by the previously mentioned. The word doublespeak derived from the book nineteen eighty-four by George Orwell, although the word doublespeak is not used in the book itself the idea of doublespeak is comparable to Orwell’s idea of doublethink which is in the book. An example of a simple doublespeak is “The bottle is half full” versus “The bottle is half empty” the difference is the connotation between those two sentences, the first one has a positive connotation while the second has a negative connotation. There are many types of doublespeak, first one is euphemism, this type of doublespeak does not purposely distort the truth but rather soften the words used, an example being “Passed on” or “Passed away” instead “Died” or “Dead”. The second type of doublespeak is jargon, it is a terminology which is especially defined in relation to a specific activity, profession, group, or even, of course, there are many types of jargon such as medical jargon, business jargon, military jargon, etc. An example type of jargon is a police jargon of “Code eight” which means that an officer needed help immediately.

The Syrian conflict is often mistakenly labeled as civil war when in fact it is a proxy war waged by the United States against the Syrian government. As one of the executives of the United States Wesley Clark once stated these invasions against countries such as Iraq, Syria, Lebanon, Libya, Somalia, etc. are all premeditated and planned with the goal being Iran. The United States often dehumanized their target before they attacking, to justify their invasion when in fact the main goal of these US illegal military action has always been to monopolize the targeted nation's oil industry and other natural resources and they often use hide behind the notions of "it is for the greater good" or "fighting democracy" such statement can be seen in the many speeches by the United States government or even the President himself and of course they never directly said it was an attack to take control of a target nation's resources, but in these speeches are often dotted with inaccurate information or just blatant lies, all of these speeches are wrapped inside a misleading doublespeak that I want to analyze such as the one in the title. One of the references I use is from The Grayzone and one of the articles that Aaron Maté written about debunking the OPCW lies.

Through this paper I want to analyze the doublespeak from a speech by Barack Obama. This analysis will mainly focus on the doublespeak aspect of it specifically euphemism and jargon and its historical and political context on the doublespeak used in the sentence

Though everyday doublespeak is usually used in advertisement, doublespeak is also commonly used by the government, especially if they want to intentionally obscure, mislead or deceive the public, but unfortunately a lot of people doesn't even know what doublespeak is hence they just accept it without knowing what is being hidden to them by the government.

## **1.2 Identification of the Problem**

Based on the background of the problem I identify that there is a problem in the use of doublespeak in Obama's speech. The speech contains doublespeak or words that not many people understand, I will be analyzing the sentence to get more context about the speech he uses.

### **1.3 Limitation of the Problem**

This research focuses on the doublespeak in the speech of Obama about the Syrian war, and to limit the analysis the type of doublespeak that will be analyzed in this research are only euphemism and jargon and the historical and political context.

### **1.4 Formulation of the Problem**

The research problem is formulated in the form of research questions, as follows:

1. What are the types of doublespeak that being used in the speech?
2. Why is doublespeak being used in the speech?
3. How is the historical and political context affect speech?

### **1.5 Objective of the Research**

In order to achieve the best result on the analysis, the analysis will be done based on these steps.

1. To analyze what kind of doublespeak are being used in the speech is it euphemism or jargon.
2. To find out the reasons why doublespeak is being used in the speech.
3. To analyze the historical and political context in the words or a sentence that contains doublespeak.

### **1.6 Method of the Research**

This research uses the qualitative method through the data from the script as cited from [americanhetroic.com](http://americanhetroic.com), the main focus of the analysis is the script of the speech. The speech by Barrack Obama is titled “On the Use of Chemical Weapons by Syrian Government” delivered on 31st august 2013, through this speech I will try to find what are the doublespeak that were used in the speech and why jargon and euphemism are being used in the speech, through purposive sampling I will find data sample from reference on the internet or journal to help me analyze the speech in term of historical and political context has connection with the speech.

### **1.7 Benefit of the Research**

The benefit of this research for academic purpose is that its beneficial for the student or any academic purpose to give them a view of what is doublespeak by giving a real-life example of its use. While its benefit for society is that this analysis gave them a better understanding of what doublespeak is and how to identify them.

### **1.8 Systematic Organization of the Research**

#### **CHAPTER 1**

#### **: Introduction**

Chapter 1 describe the background, identification and limitation of the problem, objective, benefit of and systematic organization of the research.

#### **CHAPTER 2**

#### **: FRAMEWORK OF THE THEORIES**

This Chapter about the theoretical framework, the conceptual framework explains about doublespeak in a simple term to get people know what is doublespeak. while for the theoretical framework I will use the theory of doublespeak by William Lutz and Allan and Keith Burridge. In the book *The New Doublespeak* by William Lutz another book *Doublespeak* from "Revenue Enhancement to "Terminal Living "(2015). By using those books as reference of what is doublespeak.

#### **CHAPTER 3**

#### **: DOUBLESPEAK IN BARACK OBAMA'S SPEECH "ON THE USE OF CHEMICAL WEAPONS BY SYRIAN GOVERNMENT**

In This Chapter I will analyze the data using the theory from Lutz and Allan and Keith Burridge to formulate the problem in the first chapter.

#### **CHAPTER 4**

#### **: CONCLUSION**

Discussion about doublespeak in the speech and why there are euphemism and what type of jargon mainly used in the speech

