

CHAPTER 2

FRAMEWORK OF THE THEORIES

In this framework of the theories, I will discuss the theories to help the reader understand the problem that was formulated in chapter 1. This chapter consist of two subheadings. The first subheading is a conceptual framework, it is consisted of doublespeak exegesis, this interpretation of doublespeak is my idea of what a doublespeak is, its purpose is to give people a simple understanding of doublespeak, such as jargon and euphemism.

The second subheading is the laid out in a book by William Lutz titled *The New Doublespeak* (1997), and a book by Allan & Burridge titled *Euphemism and Dysphemism: Language Used as Shield and Weapon* (1991) classification about the kinds of euphemism such as metaphor, hyperbole, circumlocution, initialism, acronym, omission, general for specific (hypernym), understatement, colloquial, jargon and figurative expression.

2.1 Conceptual Framework

2.1.1 Doublespeak

In our everyday life people communicate with one another to deliberately send a message or give an information to other, so what is doublespeak then? Doublespeak is communicating in a way that misrepresents or obscures the truth. It combines both sense and nonsense in a deliberate effort on the part of the message sender to conceal the true meaning of what is being said. In some cases, doublespeak is used to soften the impact of what the message sender is describing, but is more often used to camouflage the truth. There are different types of doublespeak most doublespeak can be classified as euphemism, gobbledygook, inflated language and jargon. And to give more a clear view of what is euphemism,

gobbledygook, inflated language and jargon I will give an example of each of those and give a simple definition of those type of doublespeak.

2.1.2 Euphemism

What is euphemism? Euphemism is a word or phrase used to avoid saying an unpleasant or offensive word (Cambridge dictionary euphemism). Euphemism is often used to avoid saying offensive word or sensitive idea about what is going to be spoken about. For example, this considered to be euphemism while it has many times used as a slang or it is used by a group of people who has a really strong relationship, when a person died usually these certain individuals ask another individual but not directly of how that person died, instead it goes like this: Persona A comes to person B and the person A said to person B “did you heard the news that person C has died?”. The person B answer “so, Person C has finally **Kicked the Bucket** huh?”. This is a form of euphemism, because rather than saying that the person C died, the person B use the words “kicked the bucket”, the use of this of course is to avoid unpleasant word such as died or dead or even death that has a negative connotation than kick the bucket. A simpler euphemism example, such as “what an interesting flavor” instead of “yuck, that is horrible” or, passed away instead of died or dead.

2.1.3 Jargon

Jargon can be described as a terminology commonly used in a particular occupation, industry or group. The terms are known and understood by group insiders but can represent doublespeak when used on people who aren't well versed in that particular field. Examples of jargon are, “tree hugger” instead of environmental activist, “violent extremism” instead of terrorism, "pre-emptive strike" instead of unprovoked attack. Jargon commonly used in political speech because when certain individual makes a speech, they sometimes use terms to make the speech a lot more complex and convoluted. Of course, the audience might not know the terms itself or

fully understood it, this means jargon is being used as doublespeak to deceive or to camouflage the truth from them.

2.1.4 Gobbledygook

Gobbledygook involves speaking in a convoluted way that is so confusing as to be incomprehensible. It often pairs nonsense with information that would make sense on its own or combines other types of doublespeak with additional confusing or deceptive messages. Gobbledygook tends to include big words — many times used incorrectly — and long sentences that are difficult, if not impossible, to follow or understand. Few examples are. “Upon documentation of said patient's symptoms and conducting an examination of her otolaryngological region, the ultimate diagnosis is a case of viral rhinitis.” instead of “The patient has a common cold”. And The executive team is seeking to capitalize on the synergistic outgrowth of a dynamic brain dump in which there is a free exchange of thought leadership.” instead of “You're invited to participate in a brainstorming session with the executive team.”.

2.1.5 Inflated Language

Inflated language uses over-the-top language to make things seem better or worse than they are in reality. A person who uses inflated language might be trying to impress others or exaggerating the scope of the problem. Companies often use inflated language in marketing claims. Those who seek to influence public opinions tend to use extreme terminology in a way that's not really accurate. Here are a few examples of inflated language. “Best meal ever” instead of “really good food”, “once in a lifetime opportunity” instead of “a great opportunity”.

2.2 Theoretical Framework

The theoretical framework is proposed to clarify the concept Used in this research. This concept is very useful for analyzing the following data: Relevant to the topic through the use of related theoretical terms. There are many theories Did this research, but William Lutz’s “Doublespeak” theory

Choose to complete this study and Allan and Keith Burridge theory of type of euphemism.

2.2.1 William Lutz Doublespeak

In the book *The New Doublespeak* by Lutz (1997) Lutz state that Doublespeak is language that pretends to communicate but really doesn't. It is language that makes the bad seem good, the negative appears positive, the unpleasant appear attractive or at least tolerable. Doublespeak is language that avoids or shifts responsibility, language that is at variance with its real or purported meaning. It is language that conceals or prevents thought; rather than extending thought, doublespeak limits it. Doublespeak is not a matter of subjects and verbs agreeing; it is a matter of words and facts agreeing. Basic to doublespeak is incongruity, the incongruity between what is said or left unsaid, and what really is. It is the incongruity between the word and the referent, between seem and be, between the essential function of language—communication—and what doublespeak does—mislead, distort, deceive, inflate, circumvent, obfuscate. Lutz (1989:2-6) distinguishes between four kinds of doublespeak: *euphemism*, *jargon*, *gobbledygook*, and *inflated language* euphemism can be considered doublespeak, according to Lutz, when they are not used just because of sensitivity for people's feelings or because it is a social or cultural taboo to use the expression itself, but when they are used with the purpose of mystifying, misleading, or covering up something unpleasant; or simply when they are used to alter our perception of reality (1989: 2-3).

The Second form of doublespeak according to Lutz is *Jargon* It is used When the speaker or writer wants to show deep fund, authority or prestige. but result, Lutz claims, is rather pretentious obscure language which make very simple issues seem complicated. Similarly, when jargon is used to impress instead of express and makes the ordinary profound and the obvious insightful, it can also be considered a form of doublespeak (1989: 3-5). Gobbledygook or Bureaucratese is defined by Lutz as the effort to overwhelm the audience with words. They are words assembled together in

order to sound impressive and the bigger the words and the longer the sentences the better (1989: 5). However, as Lutz points out, when it is later looked at more closely, the sentences usually do not make much sense (1989: 5-6) Inflated language, which Lutz define as designed to make the ordinary seem extraordinary; to make everyday things seem impressive; to give an air of importance to people, situations, or thing that would not normally be considered important; to make the simple seem complex (1989:6) is, according to Lutz the fourth and last form of doublespeak He maintains that is usually quite easy to spot this kind of language and it is usually rather more funny than dangerous (1989: 6).

2.2.2 Euphemism

The first is euphemism, an inoffensive or positive word or phrase used to avoid a harsh, unpleasant, or distasteful reality. But a euphemism can also be a tactful word or phrase which avoids directly mentioning a painful reality, or it can be an expression used out of concern for the feelings of someone else, or to avoid directly discussing a topic subject to a social or cultural taboo.

When you use a euphemism because of your sensitivity for someone's feelings or out of concern for a recognized social or cultural taboo, it is not doublespeak. For example, you express your condolences that someone has "passed away" because you do not want to say to a grieving person, "I'm sorry your father is dead". When you use the euphemism "passed away", no one is misled. Moreover, the euphemism functions here not just to protect the feelings of another person, but to communicate also your concern for that person's feelings during a period of mourning. When you excuse yourself to go to the "rest room", or you mention that someone is "sleeping with" or "involved with" someone else, you do not mislead anyone about your meaning, but you do respect the social taboos about discussing bodily functions and sex in direct terms. You also indicate your sensitivity to the feelings of your audience, which is usually considered a mark of courtesy and good manners

However, when a euphemism is used to mislead or deceive, it becomes doublespeak. For example, in 1984 the U.S. State Department announced that it would no longer use the word “killing” in its annual report on the status of human rights in countries around the world. Instead, it would use the phrase “unlawful or arbitrary deprivation of life”, which the department claimed was more accurate. Its real purpose for using this phrase was simply to avoid discussing the embarrassing situation of government-sanctioned killings in countries that are supported by the United States and have been certified by the United States as respecting the human rights of their citizens. This use of euphemism constitutes as a doublespeak, since it is designed to mislead, to cover up the unpleasant. Its real intent is at variance with its apparent intent. It is a language designed to alter our perception of reality. The Pentagon, too, avoids discussing unpleasant realities when it refers to bombs and artillery shells that fall on civilian targets as “incontinent ordnance.” And in 1977 the Pentagon tried to slip funding for the neutron bomb unnoticed into an appropriations bill by calling it a “radiation enhancement device.”

2.2.3 Types of Euphemism

Allan & Burridge (1991) divided types of euphemism into several categories, they are: metaphor, hyperbole, circumlocution, initialism, acronym, omission, general for specific (hypernym), understatement, colloquial, jargon and figurative expression.

A. Metaphor

A metaphor is a figure of speech that describes an object or action in a way that isn't literally true, but helps explain an idea or make a comparison. (Underwood, n.d.). A figure of speech in which a word or phrase literally denoting one kind of object or idea is used in place of another to suggest a likeness or analogy between them (as in drowning in money) (“Metaphor,” n.d.). Metaphors are a form of figurative language, which refers to words or expressions that mean something different from their literal definition. In the

case of metaphors, the literal interpretation would often be pretty silly. Such examples, love is a battlefield, baby you're my world.

B. Hyperbole

Hyperbole is a figure of speech and literary device that creates heightened effect through deliberate exaggeration. Hyperbole is often a boldly overstated or exaggerated claim or statement that adds emphasis without the intention of being literally true. In rhetoric and literature, hyperbole is often used for serious, comic, or ironic effect. Many people use hyperbole as a figure of speech to make something seem larger or more important than it actually is. Such exaggeration or distortion can help express strong emotion, emphasize a point, or even evoke humor. Here are some common examples of hyperbole in everyday speech. I'm dying of thirst, this room is so cold that I'm getting hypothermia, that dog is the cutest thing alive. ("Hyperbole - Literary Device," 2021).

C. Circumlocution

Circumlocution is a rhetorical device that can be defined as an ambiguous or paradoxical way of expressing things, ideas, or views. In fact, when somebody wants to remain ambiguous about something, and he does not want to say a thing directly, it means he is using circumlocution. ("Circumlocution - Definition and Examples of Circumlocution," 2017)

D. Initialism

An abbreviation formed from initial letters. ("Initialism," n.d.). Examples of initialism such as, DVD Digital Versatile Disc, ATM Automated (or Automatic) Teller Machine, CD Compact Disc.

E. Acronym

A word (such as NATO, radar, or laser) formed from the initial letter or letters of each of the successive parts or major parts of a compound term. Both acronyms and initialisms are made up of the first letter or letters of the

words in a phrase. The word acronym typically applies when the resulting thing can be read as a word; for example, radar comes from "radio detection and ranging" and scuba comes from "self-contained underwater breathing apparatus." The word initialism only applies when the resulting thing is read as an abbreviation; for example, DIY, which comes from "do it yourself," is pronounced by saying the names of the letters. Note that the word acronym is also sometimes used to mean "initialism." ("Acronym," n.d.).

F. Omission

the act of not including something or someone that should have been included, or something or someone that has not been included that should have been. Example of omission the fans believed that the omission of Heacock from the team was a serious mistake. (Cambridge Dictionary, 2021)

G. Hypernym

In linguistics and lexicography, a hypernym is a word whose meaning includes the meanings of other words. For instance, flower is a hypernym of daisy and rose. (Nordquist, n.d.)

H. Understatement

An understatement is a figure of speech employed by writers or speakers to intentionally make a situation seem less important than it really is. For example, you win 10 million dollars in a lottery. When you tell a news reporter "I am delighted," you are making an understatement. Similarly, suppose a team loses to its opponent 50 to 0 in a soccer match, and the captain of the team says in a post-match ceremony, "We did not do well," it is an understatement because he is trying to decrease the intensity of the loss. An understatement usually has an ironic effect, as an equally intense response is expected in severe situations, but the statement in response is the opposite of what was expected. For instance, your friend returns your new coat with a large wine stain on the front of it. In response, you make an

understatement, “It doesn’t look too bad.” Therefore, an understatement is opposite to another figure of speech, hyperbole, which is an overstatement. (“Understatement - Examples and Definition of Understatement,” 2018).

I. Jargon

Jargon is a literary term that is defined as the use of specific phrases and words in a particular situation, profession, or trade. These specialized terms are used to convey hidden meanings accepted and understood in that field. Jargon is sometimes wrongly confused with slang, and people often take it in the same sense but a difference is always there. Slang is a type of informal category of language developed within a certain community, and consists of words or phrases whose literal meanings are different than the actual meanings. Hence, it is not understood by people outside of that community or circle. Slang is more common in spoken language than written. Jargon, on the other hand, is broadly associated with a subject, occupation, or business that makes use of standard words or phrases, and frequently comprised of abbreviations, such as LOC (loss of consciousness), or TRO (temporary restraining order). However, unlike slang, its terms are developed and composed deliberately for the convenience of a specific profession, or section of society. (“Jargon - Definition and Examples of Jargon,” 2017).

J. Figurative Expression

In traditional analysis, words in figurative expressions connote additional layers of meaning, while words in literal expressions denote what they mean according to common or dictionary usage. When the human ear or eye receives the message, the mind must interpret the data to convert it into meaning. What are Figurative? On many occasions, the words may not convey the literal meaning of them. They may convey the indirect meanings which may be just the opposite to their literal meanings. Such symbolical and metaphorical meanings are called Figuratives. They contain the figure of speech. Such example, The Phrase In the same boat does not convey the literal meaning. It has the figurative meaning that in the same misfortune or circumstances. (“Figurative Expression,” n.d.).

K. Dysphemism

Dysphemism is originated from the Greek word *dys*, means “miss,” or “none,” and *pheme*, which means “reputation,” or “speech.” It is a figure of speech that is defined as the use of disparaging or offensive expressions instead of inoffensive ones. Dysphemism is the use of negative expressions instead of positive ones. A speaker uses them to humiliate or degrade the disapproved person or character. (“Dysphemism - Definition and Examples of Dysphemism,” 2017).

L. Function of Dysphemism

Dysphemism is used as a device for degradation, minimization, or humiliation of individuals who are disapproved of or condemned. When a speaker uses this technique, he uses marked form directed towards a group or the listeners. The purpose is to express anger or social distance from a particular group. It is frequently employed in literary texts, political speeches, and colloquial expressions. Sometimes, dysphemism could be the result of hatred and fear, though disapproval and contempt might also motivate dysphemism to be used. (“Dysphemism - Definition and Examples of Dysphemism,” 2017).

2.2.4 Jargon

Another kind of doublespeak is jargon, the specialized language of a trade, profession, or similar group, such as that used by doctors, lawyers, engineers, educators, or car mechanics. Jargon can serve an important and useful function. Within a group, jargon functions as a kind of verbal shorthand that allows members of the group to communicate with each other clearly, efficiently, and quickly. Indeed, it is a mark of membership in the group to be able to use and understand the group’s jargon. But jargon, like the euphemism, can also be a kind doublespeak. It can be—and often is—pretentious, obscure, and esoteric terminology used to give an air of profundity, authority, and prestige to speakers and their subject matter. Jargon as doublespeak often makes the simple appear complex, the ordinary

profound, the obvious insightful. In this sense it is used not to express but impress. Lawyers, for example, speak of an “involuntary conversion” of property when discussing the loss or destruction of property through theft, accident, or condemnation. When used by lawyers in a legal situation, such jargon is a legitimate use of language, since lawyers can be expected to understand the term. However, when a member of a specialized group uses its jargon to communicate with a person outside the group, and uses it knowing that the nonmember does not understand such language, then there is doublespeak.

2.2.5 Gobbledygook

A third kind of doublespeak is gobbledygook or bureaucratese. Basically, such doublespeak is simply a matter of piling on words, of overwhelming the audience with words, the bigger the words and the longer the sentences the better. Alan Greenspan, then chair of President Nixon’s Council of Economic Advisors, was quoted in *The Philadelphia Inquirer* in 1974 as having testified before a Senate committee that “It is a tricky problem to find the particular calibration in timing that would be appropriate to stem the acceleration in risk premiums created by falling incomes without prematurely aborting the decline in the inflation-generated risk premiums.”

Nor has Mr. Greenspan’s language changed since then. Speaking to the meeting of the Economic Club of New York in 1988, Mr. Greenspan, now Federal Reserve chair, said, “I guess I should warn you, if I turn out to be particularly clear, you’ve probably misunderstood what I’ve said.” Mr. Greenspan’s doublespeak doesn’t seem to have held back his career.

Sometimes gobbledygook may sound impressive, but when the quote is later examined in print it doesn’t even make sense. During the 1988 presidential campaign, vice-presidential candidate Senator Dan Quayle explained the need for a strategic-defense initiative by saying, “Why wouldn’t an enhanced deterrent, a more stable peace, a better prospect to denying the ones who enter conflict in the first place to have a reduction of

offensive systems and an introduction to defensive capability? I believe this is the route the country will eventually go.”

The investigation into the Challenger disaster in 1986 revealed the doublespeak of gobbledygook and bureaucratese used by too many involved in the shuttle program. When Jesse Moore, NASA’s associate administrator, was asked if the performance of the shuttle program had improved with each launch or if it had remained the same, he answered, “I think our performance in terms of the liftoff performance and in terms of the orbital performance, we knew more about the envelope we were operating under, and we have been pretty accurately staying in that. And so, I would say the performance has not by design drastically improved. I think we have been able to characterize the performance more as a function of our launch experience as opposed to it improving as a function of time.” While this language may appear to be jargon, a close look will reveal that it is really just gobbledygook laced with jargon. But you really have to wonder if Mr. Moore had any idea what he was saying.

2.2.6 Inflated Language

The fourth kind of doublespeak is inflated language that is designed to make the ordinary seem extraordinary; to make everyday things seem impressive; to give an air of importance to people, situations, or things that would not normally be considered important; to make the simple seem complex. Often this kind of doublespeak isn’t hard to spot, and it is usually pretty funny. While car mechanics may be called “automotive internists,” elevator operators’ members of the “vertical transportation corps,” used cars “pre-owned” or “experienced cars,” and black- and-white television sets described as having “non-multicolor capability,” you really aren’t misled all that much by such language.

However, you may have trouble figuring out that, when Chrysler “initiates a career alternative enhancement program,” it is really laying off five thousand workers; or that “negative patient care outcome” means the patient died; or that “rapid oxidation” means a fire in a nuclear power plant.

The doublespeak of inflated language can have serious consequences. In Pentagon doublespeak, “pre-emptive counterattack” means that American forces attacked first; “engaged the enemy on all sides” means American troops were ambushed; “backloading of augmentation personnel” means a retreat by American troops. In the doublespeak of the military, the 1983 invasion of Grenada was conducted not by the U.S. Army, Navy, Air Force, and Marines, but by the “Caribbean Peace Keeping Forces.” But then, according to the Pentagon, it wasn’t an invasion, it was a “predawn vertical insertion.”

2.3 Literature Review

In the title of this research “Doublespeak in Barack Obama’s speech on the use of chemical weapon by the Syrian government” I use William Lutz theory about doublespeak such as euphemism, jargon, gobbledygook and inflated language and Allan and Keith Burridge theory about types of euphemism that is metaphor, hyperbole, circumlocution, initialism, acronym, omission, general for specific (hypernym), understatement, colloquial, jargon and figurative expression although the analyze only focus on euphemism and jargon. I found similarities in the themes about doublespeak or euphemism in research title below.

First Muhammad Hussain Hamza Albadry, Hussain research title *Doublespeak in Obama’s Political Speech: A Pragmatic Study* it is the study of doublespeak in Obama political speech the study focusses on a pragmatic view of doublespeak and use the theory from Grice’s Maxim to know that the speech violates the maxim. Through the study the researcher uses the qualitative method to analyze the data by the form of a script another theory the researcher use is from Firth 1957 (cited in Halliday and Hasan, 1989:8) presents four features of context first is the participants in the situation second the action of participants whether verbal or non-verbal actions third the surrounding objects and event and last is the effect of verbal action. Through this theory the research analyzes the script and then use the theory from Grice and then applied it and it is concluded from the researcher that

the doublespeak that has been found out in the speech violates all Grice's maxims (quality, quantity, manner and relevance).

Second Sutanri research title *doublespeak in "la la land" movie* in the study that Sutanri she gives three main point to give first what kind of doublespeak are used in the movie second what was the most dominant kind used in the movie and last why did the dominant kinds of doublespeak occur in the movie through the analysis she find a sentence or a word either if that is a jargon, euphemism, jargon, gobbledygook or even inflated language and then she analyze the word or sentence and give an explanation if it is an euphemism or even inflated language and after she find what kinds of doublespeak are being used in the movie and she find that the most dominant kind is euphemism she find the data from the scrip and the movie to gather more source and lastly she explain why the most dominant doublespeak euphemism in the movie is being used.

Third Meci Fitriani, Hermawati Syarif and Delvi Wahyuni research title euphemism used by men and women in 'indonesia lawyers club' tv one show: a language and gender perspective their research describes how men and women used euphemism in the show Indonesia Lawyers Club. Based on the (research) researcher find that there are nine type of euphemism such as metaphor, initialism, jargon, figurative expression, hyperbole, circumlocution, understatement, colloquial and hypernym. The researcher finds what type of euphemism and give a more detail about the function of the euphemism for example, the use of euphemism as a shield to avoid offense and taboo topic, as doublespeak/politically correct expression and as a tool to entertain. The researcher finds these types of euphemism from Allan & Burridge book titled Euphemism & Dysphemism Language Used as Shield and Weapon through the research mention there are types of euphemism as mention above and the function of euphemism itself.