

## ***Doubts About Doublespeak***

This book probes the efforts at manipulation individuals face daily in this information age and the tactics of persuaders from many sectors of society using various forms of Orwellian "doublespeak." The book contains the following essays: (1) "Notes toward a Definition of Doublespeak" (William Lutz); (2) "Truisms Are True: Orwell's View of Language" (Walker Gibson); (3) "Mr. Orwell, Mr. Schlesinger, and the Language" (Hugh Rank); (4) "What Do We Know?" (Charles Weingartner); (5) "The Dangers of Singlespeak" (Edward M. White); (6) "The Fallacies of Doublespeak" (Dennis Rohatyn); (7) "Doublespeak and Ethics" (George R. Bramer); (8) "Post-Orwellian Refinements of Doublethink: Will the Real Big Brother Please Stand Up?" (Donald Lazere); (9) "Worldthink" (Richard Ohmann); (10) "Bullets Hurt, Corpses Stink': George Orwell and the Language of Warfare" (Harry Brent); (11) "Political Language: The Art of Saying Nothing" (Dan F. Hahn); (12) "Fiddle-Faddle, Flapdoodle, and Balderdash: Some Thoughts about Jargon" (Frank J. D'Angelo); (13) "How to Read an Ad: Learning to Read between the Lies" (D. G. Kehl); (14) "Subliminal Chainings: Metonymical Doublespeak in Advertising" (Don L. F. Nilsen); (15) "Doublespeak and the Polemics of Technology" (Scott Buechler); (16) "Make Money, Not Sense: Keep Academia Green" (Julia Penelope); (17) "Sensationspeak in America" (Roy F. Fox); and (18) "The Pop Grammarians--Good Intentions, Silly Ideas, and Doublespeak" (Charles Suhor). Three appendixes are attached: "The George Orwell Awards," "The Doublespeak Award," and "The Quarterly Review of Doublespeak." (MS)

Since first appearing in 1998, Garner's *Modern American Usage* has established itself as the preeminent guide to the effective use of the English language. Brimming with witty, erudite essays on troublesome words and phrases, this book authoritatively shows how to avoid the countless pitfalls that await unwary writers and speakers whether the issues relate to grammar, punctuation, word choice, or pronunciation. Now in the third edition, readers will find the "Garner's Language-Change Index," which registers where each disputed usage in modern English falls on a five-stage continuum from nonacceptability (to the language community as a whole) to acceptability, giving the book a consistent standard throughout. Garner's *Modern American Usage*, 3e is

the first usage guide ever to incorporate such a language-change index, and the judgments are based both on Garner's own original research in linguistic corpora and on his analysis of hundreds of earlier studies. Another first in this edition is the panel of critical readers: 120-plus commentators who have helped Garner reassess and update the text, so that every page has been improved.

The nation's premier communications expert shares his wisdom on how the words we choose can change the course of business, of politics, and of life in this country. In *Words That Work*, Luntz offers a behind-the-scenes look at how the tactical use of words and phrases affects what we buy, who we vote for, and even what we believe in. With chapters like "The Ten Rules of Successful Communication" and "The 21 Words and Phrases for the 21st Century," he examines how choosing the right words is essential. Nobody is in a better position to explain than Frank Luntz: He has used his knowledge of words to help more than two dozen Fortune 500 companies grow. He'll tell us why Rupert Murdoch's six-billion-dollar decision to buy DirecTV was smart because satellite was more cutting edge than "digital cable," and why pharmaceutical companies transitioned their message from "treatment" to "prevention" and "wellness." If you ever wanted to learn how to talk your way out of a traffic ticket or talk your way into a raise, this book's for you.

Words That Work

Transitions

Persuasion

Curriculum Materials and Suggestions for Faculty and Students

An Anthology

Spinglish

***The new edition of a textbook that examines how people receive and interpret persuasion in advertising, politics, popular culture, and the mass media. The author discusses persuasion theory, research, ethics, symbols, nonverbal communication, and cultural and psychological approaches to persuasion. Annotation copyrighted by Book News, Inc., Portland, OR.***

***Writing for the spoken word is a special discipline; it requires that speechwriters' products be written primarily, although not exclusively, to be heard, not read. Speeches are better cast in simple, direct and often short sentences that can be easily understood by listeners. Rhetorical devices such as repetition, variation, cadence and balance are available to, and should be used by, the speechwriter. It is important for speechwriters to analyse audiences according to factors such as age; gender; culture; profession and income level; size of audience; political***

*affiliation, if any; and on the occasion for, or purpose of, the speech. Most effective speeches do not exceed 20 minutes in length. After researching a topic, speechwriters must prepare an outline from which the speech will be developed. They should strive to maintain a clear theme throughout the speech. Most speeches will have a three-part structure consisting of an introduction, a body and a conclusion. The accepted style of contemporary American public address is natural, direct, low key, casual and conversational. This puts the listeners at ease and promotes a sense of community between the audience and speaker. Punctuation should reflect the sound structure of the speech, reinforcing the rhythm and pace of actual speech. Clarity of expression is as important a consideration in speech grammar as rigid adherence to the rules for written law. This book presents the essentials of speechwriting. Preface; Speechwriting in Perspective: A Brief Guide to Effective and Persuasive Communication (Thomas H. Neale); Public Speaking and Speechwriting: Selected References (Jean M. Bowers); Index.*

*From a Pulitzer Prize-winning reporter, the powerful story of how a prominent white supremacist changed his heart and mind. This is a book to help us understand the American moment and to help us better understand one another. Derek Black grew up at the epicenter of white nationalism. His father founded Stormfront, the largest racist community on the Internet. His godfather, David Duke, was a KKK Grand Wizard. By the time Derek turned nineteen, he had become an elected politician with his own daily radio show—already regarded as the "the leading light" of the burgeoning white nationalist movement. "We can infiltrate," Derek once told a crowd of white nationalists. "We can take the country back." Then he went to college. At New College of Florida, he continued to broadcast his radio show in secret each morning, living a double life until a classmate uncovered his identity and sent an email to the entire school. "Derek Black ... white supremacist, radio host ... New College student???" The ensuing uproar overtook one of the most liberal colleges in the country. Some students protested Derek's presence on campus, forcing him to reconcile for the first time with the ugliness of his beliefs. Other students found the courage to reach out to him, including an Orthodox Jew who invited Derek to attend weekly Shabbat dinners. It was because of those dinners—and the wide-ranging relationships formed at that table—that Derek started to question the science, history, and prejudices behind his worldview. As white nationalism infiltrated the political mainstream, Derek decided to confront the damage he had done. *Rising Out of Hatred* tells the story of how white-supremacist ideas migrated from the far-right fringe to the White House through the intensely personal saga of one man who eventually disavowed everything he was taught to believe, at tremendous personal cost. With great empathy and narrative verve, Eli Saslow asks what Derek Black's story can tell us about America's increasingly divided nature.*

*End of Days*

*The Writing Process*

*Rhetorical Approaches to Reading, Writing, and Research*

*Planet Word*

*Coping with Hidden Aggression--from the Bedroom to*

### **Patterns Plus**

Describes the four different types of doublespeak (euphemism, jargon, gobbledygook, and inflated language).

One of the most successful writing texts on the market, this "all-in-one" rhetoric, reader, and handbook, organized around the patterns of development, contains everything students need for courses in freshman composition. Created by the authors of the best-selling Longman Reader, the text draws on decades of teaching experience to integrate the best of the "product" and "process" approaches to writing. Its particular strengths include an emphasis on the reading-writing connection, a focus on invention and revision, more attention to the fact that patterns blend in actual writing, and an abundance of class-tested activities and assignments more than 350 in all.

Featuring the same superior teaching apparatus and thought-provoking selections as its widely-praised parent text, The Longman Reader, Brief Edition is an all new, shorter, more portable alternative to the best-selling, rhetorically-organized original, The Longman Reader (formerly titled The Macmillan Reader ).

The Longman Reader

Rhetoric, Reader, Handbook

Blood Red City

The Practical Writer's Guide with Additional Readings

Blackie's Concise English Dictionary

Contexts and Communities

*Spinglish—the devious dialect of English used by professional spin doctors—is all around us. And the fact is, until you’ve mastered it, politicians and corporations (not to mention your colleagues and friends) will continue putting things over on you, and generally getting the better of you, every minute of every day—without your even knowing it. However, once you perfect the art of terminological inexactitude, you’ll be the one manipulating and one-upping everyone else! And here’s the beauty part: Henry Beard and Christopher Cerf, authors of the New York Times semi-bestseller The Official Politically Correct Dictionary and Handbook, have compiled this handy yet astonishingly comprehensive lexicon and translation guide—a fictionary, if you will—to help you do just that. If you want to succeed in business (or politics, sports, the arts, or life in general) without really lying, this is the book for you! (Your results may vary.) Spinglish includes these nifty bits of spurious verbiage and over a thousand more: aesthetic procedure - face-lift dairy nutrients - cow manure enhanced interrogation techniques - torture “For your convenience.” - “For our convenience.” hands-on mentoring - sexual relations with a junior employee incomplete success - failure rightsizing - firing people zero-tasking - doing nothing With each and every entry sourced from some of the greatest real-life language benders in the world today, you’re virtually guaranteed to have the perfectly chosen tried-and-untrue term right at the tip of your forked tongue. Wish you could nimbly sidestep a question without batting an*

## Where To Download Doubts About Doublespeak

eye? Not sure how to apologize while also . . . not apologizing? Spinglish has you covered. Simply consult this convenient, shoot-from-the-lip glossary, and before you know it, you'll be telling it like it isn't, it wasn't, and it couldn't ever have been.

*The Greatest Lies in History* examines specific episodes in history to identify the reasons why politicians, religious leaders and others have supported some of the most outrageous lies. Analytical in approach, it examines the lie, the official truth, the historical evidence and the legacy of the lie. Case studies include the true story of the fate of the prisoners of the Bastille in the French Revolution; the deliberate damage done to King Richard III's reputation by his Tudor successors; serious questioning of the traditional justification of D-Day in World War II; and many more. Video footage of an apparent murder on a London train thrusts crusading journalist Lydia into a terrifying web of money, politics and power, in sophisticated, shockingly believable contemporary thriller *A witness but no victim. A crime but no crime scene...*

'Brutal, brilliant and razor sharp. *Blood Red City* is pure adrenaline rush from the first page to the last' Chris Whitaker 'A searing, white-hot journey through the dark underbelly of modern London. Bristling with tension, danger and seamed with the constant threat of violence ... *Blood Red City* confirms Rod Reynolds status as one of the greatest crime talents of his generation' Tim Baker \_\_\_\_\_ When crusading journalist Lydia Wright is sent a video of an apparent murder on a London train, she thinks she's found the story to revive her career. But she can't find a victim, much less the killers, and the only witness has disappeared. Wary she's fallen for fake news, she begins to doubt her instincts - until a sinister call suggests that she's not the only one interested in the crime. Michael Stringer deals in information - and doesn't care which side of the law he finds himself on. But the murder on the train has left him exposed, and now he'll stop at nothing to discover what Lydia knows. When their paths collide, Lydia finds the story leads through a nightmare world, where money, power and politics intersect ... and information is the only thing more dangerous than a bullet. A nerve-shattering and brutally realistic thriller, *Blood Red City* bursts with energy and grit from the opening page, twisting and feinting to a superb, unexpected ending that will leave you breathless \_\_\_\_\_ 'An outstanding page-turner that ratchets up the tension as it builds via a labyrinthine plot towards a satisfying and well-crafted climax ... relevant and at times alarming, *Blood Red City* slaloms its way through the world of social media, geopolitics and hi-tech innovation with compelling conviction' G.J. Minett 'You are in for a treat with this whip-smart contemporary thriller. Strikingly realistic with an exciting, serpentine plot, I couldn't put it down!' Hair Past a Freckle 'This book blew me away, with action on every page. This will definitely appeal to fans of the BBC's *The Capture*. Terrific stuff!' Hooked from Page One 'Wow! If you love a tense, tight thriller that must IMMEDIATELY be made into a film, look no further! ... A stunner!' Phillipa's Quick Book Review 'A well-researched, complex and fully

## Where To Download Doubts About Doublespeak

*realised story with three-dimensional lead characters. The creeping tension and mistrust is palpable and there's an absolutely cracking end reveal'* Shots Magazine

*Spin, doublespeak, buck-passing and official cover-ups that shaped the world*

*Patterns*

*Oxford American Writer's Thesaurus*

*Collins Cobuild Advanced Dictionary of English*

*Quarterly Review of Doublespeak*

*Seasonal Associate*

**75 Readings offers an outstanding collection of the most popular essays for first-year writing at an affordable price. Boasting an extensive new argumentation section, new readings about social issues, new readings on the environment, and a new section on mixed strategies - those readings that employ two or more rhetorical modes.**

**The New Harbrace Guide: Genres for Composing Cengage Learning**

**With more than 1,200 terms, this A to Z dictionary is a hard-hitting, politically savvy translation of all those evasions, put-on-holds, distortions, circumventions, obfuscations, and misleading terms used by government, businesses, and the media.**

**A Short Prose Reader with Argumentation Examination Copy**

**Speechwriting in Perspective From Shoreline to Mainstream**

### **Weasel Words**

**Features more than three hundred thousand synonyms and ten thousand antonyms, as well as nearly two hundred collections of nouns to add detail to writing and quick guides to easily confused words.**

**This writing guide/reader/handbook demystifies writing by presenting the writing process as a series of critical thinking decisions about audience and purpose. Widely admired for its clear, readable style, The Writing Process focuses on writing as decision-making, with a wealth of student samples in various draft stages and a strong collection of professional readings--essays, fiction, poetry, memoirs, and cartoons--to illustrate writing strategies. Helps readers understand the writing process. Writing process, research process. Anyone who wants to learn to write well.**

**"This all-in-one rhetoric, reader, research paper guide, and brief handbook provides a flexible, comprehensive resource that fully**

**integrates critical thinking into sections on the writing process and patterns of organization." This text provides a flexible, comprehensive resource that integrates critical thinking into sections on the writing process and patterns of organization. Writing guide, handbook, research guide. General Interest**

**Rhetoric, Reader, Research Guide, and Handbook**

**Concise Rhetoric Cus Printg**

**Rising Out of Hatred**

**Incorporating Peace and Social Justice Into the Social Work Curriculum**

**The Awakening of a Former White Nationalist**

**Garner's Modern American Usage**

Concise English Dictionary

How the brutalities of working life are transformed into exhaustion, shame, and self-doubt: a writer's account of her experience working in an Amazon fulfillment center. No longer able to live on the proceeds of her freelance writing and translating income, German novelist Heike Geissler takes a seasonal job at Amazon Order Fulfillment in Leipzig. But the job, intended as a stopgap measure, quickly becomes a descent into humiliation, and Geissler soon begins to internalize the dynamics and nature of the capitalist labor market and precarious work. Driven to work at Amazon by financial necessity rather than journalistic ambition, Heike Geissler has nonetheless written the first and only literary account of corporate flex-time employment that offers "freelance workers who have become an expendable resource. Shifting between the first and second person, Seasonal Associate is a nuanced expose of the psychic damage of the essential working condition with mega-corporations. Geissler has written a twenty-first century account of how the brutalities of working life are transformed into exhaustion, shame, and self-doubt.

THE NEW HARBRACE GUIDE: GENRES FOR COMPOSING offers a sleek and dynamic rhetorically based writing guide that includes a rhetoric, writing guide, genres and persuasion, thematic reader, and research manual (offering both MLA and APA style guides). It also provides additional coverage of punctuation, grammar, and style. THE NEW HARBRACE GUIDE brings the rhetorical situation to life, whether on the screen, on the page, in an academic setting or at work, at home, and in the community, especially with its emphasis on knowledge transfer. Renowned author and educator Cheryl Glenn translates rhetorical theory into easy-to-follow (and easy-to-teach) techniques that help sharpen students' rhetorical abilities; their digital, print, and multimodal composing skills; and the critical reading and thinking skills that promote intellectual confidence. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Doublespeak

The New Harbrace Guide: Genres for Composing

Animal Farm

The Greatest Lies in History

Predictions and Prophecies About the End of the World

### It's Not What You Say, It's What People Hear

In the most reliable and readable guide to effective writing for the Americans of today, Wilson answers questions of meaning, grammar, pronunciation, punctuation, and spelling in thousands of clear, concise entries. His guide is unique in presenting a systematic, comprehensive view of language as determined by context. Wilson provides a simple chart of contexts—from oratorical speech to intimate, from formal writing to informal—and explains in which contexts a particular usage is appropriate, and in which it is not. The Columbia Guide to Standard American English provides the answers to questions about American English the way no other guide can with: \* A-Z format for quick reference; \* over five thousand entries, more than any other usage book; \* sensible and useful advice based on the most current linguistic research; \* a convenient chart of levels of speech and writing geared to context; \* both descriptive and prescriptive entries for guidance; \* guidelines for nonsexist usage; \* individual entries for all language terms. A vibrant description of how our language is being spoken and written at the end of the twentieth century—and how we ourselves can use it most effectively—The Columbia Guide to Standard American English is the ideal handbook to language etiquette: friendly, sensible, and reliable. This dictionary of American English is designed to help learners write and speak accurate and up-to-date English. • Ideal for upper-intermediate and advanced learners of English • Based on the Collins 4.5-billion-word database, the Collins Corpus • Up-to-date coverage of today's English, with all words and phrases explained in full sentences • Authentic examples from the Collins Corpus show how English is really used • Extensive help with grammar, including plural forms and verb inflections • Fully illustrated Word Web and Picture Dictionary boxes provide additional information on vocabulary and key concepts • Vocabulary-building features encourage students to improve their accuracy and fluency: †- Word Partnership notes highlight important collocations †- Thesaurus entries offer synonyms and antonyms for common words †- Usage notes explain different meanings and uses of the word • Supplements on Grammar, Writing, Speaking Words That Frequently Appear on TOEFL® and TOEIC®, Text Messaging and Emoticons This language reader features thought-provoking readings that explore the various interconnections between language and American society. The text challenges the reader to critically examine how language affects and constructs culture and how culture constructs and affects language. Gender and language Hate speech Language of war Censorship MARKET: General Interest

Writing Process

The Dictionary of American Doublespeak

From Reading to Writing (general Use)

A Concise Rhetoric, Reader, and Handbook

State Government News

Living with the Passive-Aggressive Man

***Religious wars, global terrorism, pandemics, and genocide have all helped to usher in the Anxiety Age. Who better to lead the way out than popular psychic Sylvia Browne? In End of Days, Browne tackles the most daunting of subjects with her trademark clarity, wisdom, and serenity, answering such difficult questions as: What's coming in the next fifty years? What do the great prophecies of Nostradamus and the Book of Revelation mean? If the world is really going to end, what will unfold in our final hours? For anyone who's ever wondered where we're headed, and what—if anything—we can do to prevent a catastrophe of biblical proportions, End of Days is a riveting and insightful must-read.***

***Unravel the mysteries of language with J.P. Davidson's remarkable Planet Word. 'The way you speak is who you are and the tones of your voice and the***

*tricks of your emailing and tweeting and letter-writing, can be recognised unmistakably in the minds of those who know and love you.'* Stephen Fry *From feral children to fairy-tale princesses, secrets codes, invented languages - even a language that was eaten! - Planet Word uncovers everything you didn't know you needed to know about how language evolves. Learn the tricks to political propaganda, why we can talk but animals can't, discover 3,000-year-old clay tablets that discussed beer and impotence and test yourself at textese - do you know your RMEs from your LOLs? Meet the 105-year-old man who invented modern-day Chinese and all but eradicated illiteracy, and find out why language caused the go-light in Japan to be blue. From the dusty scrolls of the past to the unknown digital future, and with (heart) the first graphic to enter the OED, are we already well on our way to a language without words? In a round-the-world trip of a lifetime, discover all this and more as J. P. Davidson travels across our gloriously, endlessly intriguing multilingual Planet Word. John Paul Davidson is a film and television director and producer. After studying at Bristol University and completing his doctoral field work in The University of Malysia, he joined the BBC's Travel and Exploration Unit as their resident anthropologist. Stephen Fry's film, stage, radio and television credits are numerous and wide-ranging. He has written, produced, directed, acted in or presented productions as varied as Wilde, Blackadder, Jeeves and Wooster, A Bit of Fry and Laurie, Fry's English Delight and QI. After writing many successful books, his recent memoir The Fry Chronicles was a number one bestseller. "Nineteen Eighty-Four: A Novel", often published as "1984", is a dystopian social science fiction novel by English novelist George Orwell. It was published on 8 June 1949 by Secker & Warburg as Orwell's ninth and final book completed in his lifetime. Thematically, "Nineteen Eighty-Four" centres on the consequences of totalitarianism, mass surveillance, and repressive regimentation of persons and behaviours within society. Orwell, himself a democratic socialist, modelled the authoritarian government in the novel after Stalinist Russia. More broadly, the novel examines the role of truth and facts within politics and the ways in which they are manipulated. The story takes place in an imagined future, the year 1984, when much of the world has fallen victim to perpetual war, omnipresent government surveillance, historical negationism, and propaganda. Great Britain, known as Airstrip One, has become a province of a totalitarian superstate named Oceania that is ruled by the Party who employ the Thought Police to persecute individuality and independent thinking. Big Brother, the leader of the Party, enjoys an intense cult of personality despite the fact that he may not even exist. The protagonist, Winston Smith, is a diligent and skillful rank-and-file worker and Outer Party member who secretly hates the Party and dreams of rebellion. He enters into a forbidden relationship with a colleague, Julia, and starts to remember what life was like before the Party came to power.*

*Exploring Language  
A Short Prose Reader*

***Four in One  
Doublespeak in a Post-Orwellian Age  
Reception and Responsibility  
The Longman Writer***

75 Readings Plus is a version of the best-selling 75 Readings that supplies additional guidance for student readers. Both books are rhetorically arranged and collect the most popular essays for first-year writing, at a student-friendly price. To this appealing formula, 75 Plus adds an Introduction to each mode, and Headnotes, Questions for Discussion, and Suggestions for Sustained Writing for each selection. With more than 100,000 copies in print, *Living with the Passive-Aggressive Man* draws on case histories from clinical psychologist Scott Wetzler's practice to help you identify the destructive behavior, the root causes and motivations, and solutions. Do you know one of these men? The catch-me-if-you-can lover... Phil's romantic and passionate one minute, distant and cold the next. The deviously manipulative coworker or boss... Jack denies resenting Nora's rapid rise in the company, but when they're assigned to work together on a project, he undermines her. The obstructionist, procrastinating husband... Bob keeps telling his wife he'll finish the painting job he began years ago, but he never seems to get around to it. These are all classic examples of the passive-aggressive man. This personality syndrome—in which hostility wears a mask of passivity—is currently the number one source of men's problems in relationships and on the job. In *Living with the Passive-Aggressive Man*, Scott Wetzler draws upon numerous case histories from his own practice to explain how and why the passive-aggressive man thinks, feels, and acts the way he does. Dr. Wetzler also offers advice on: • How to avoid playing victim, manager, or rescuer to the "P-A" • How to get his anger and fear into the open • How to help the "P-A" become a better lover, husband, and father • How to survive passive-aggressive game playing on the job *Living with a man's passive aggression* can be an emotional seesaw ride. But armed with this book, you can avoid the bumpy landings. All animals are equal but some animals are more equal than others. It's just an ordinary farm - until the animals revolt. They get rid of the irresponsible farmer. The other animals are sure that life is improving, but as systems are replaced and half-truths are retold, a new hierarchy emerges . . . Orwell's tale of propaganda, power and greed has never felt more pertinent. With an exciting new cover and inside illustrations by superstar Chris Mould.

The Columbia Guide to Standard American English  
The Definitive Dictionary of Deliberately Deceptive Language  
75 Readings  
Nineteen Eighty-Four  
75 Readings Plus  
Beyond Nineteen Eighty-four