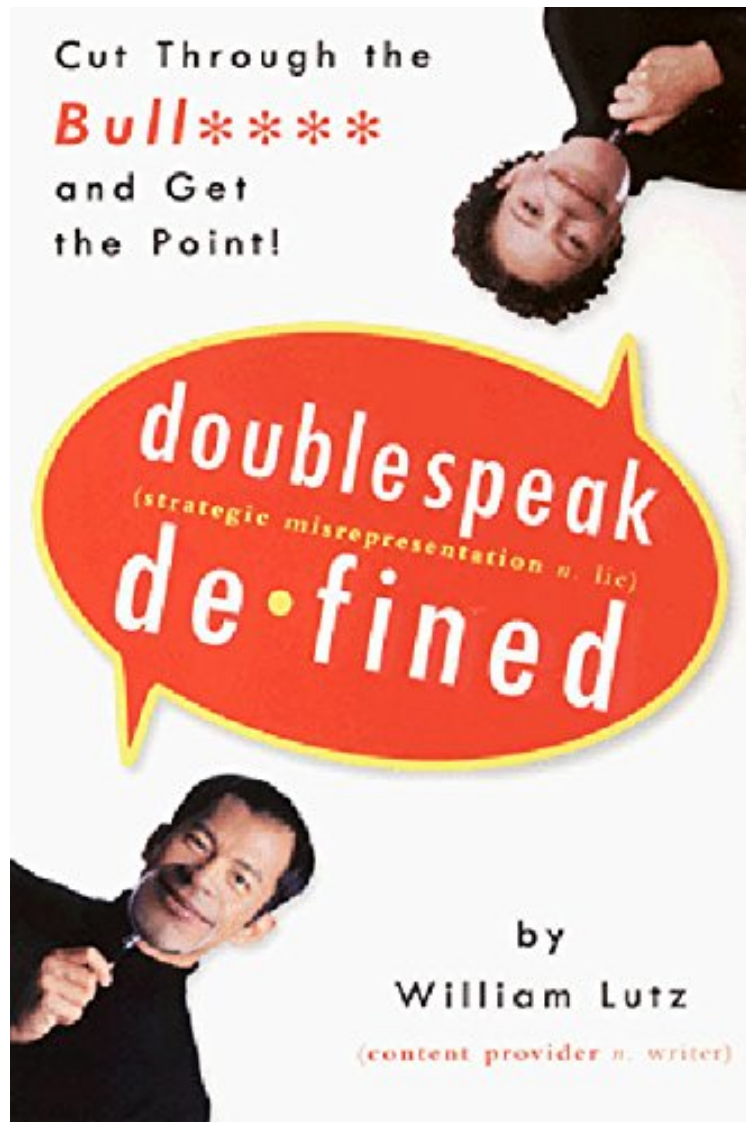


## Doublespeak Defined

William D. Lutz

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#1262055 in Books 1999-07-07 1999-07-07Original language:EnglishPDF # 2 8.00 x .48 x 5.311, .53 #File Name: 0062734121212 pages | File size: 59.Mb

**William D. Lutz : Doublespeak Defined** before purchasing it in order to gage whether or not it would be worth my time, and all praised Doublespeak Defined:

0 of 0 people found the following review helpful. Not a writing manual about "doublespeak" but a great reference.By VaughnThis 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. 1 of 1 people found the following review helpful. Excellent information!! 1 of 1 people found the following review helpful. Five Stars By Michael R. Stolze Great Book !

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 expos 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.

From Booklist 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 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' 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 "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 About the Author William Lutz was the head of the Committee on Public Doublespeak for 15 years, and editor of the Quarterly of Doublespeak for 14 years. He is professor of English at Rutgers University in Camden, New Jersey, and a member of the Pennsylvania Bar. His previous books include Doublespeak: From Revenue Enhancement to Terminal Living and The Cambridge Thesaurus of American English. Lutz has appeared on numerous television and radio programs to publicize the dangers of doublespeak, including Today, Larry King Live, The CBS Evening News, The MacNeil Lehrer NewsHour, and National Public Radio's Morning Edition. He lives in Haddonfield, New Jersey, with his wife, the novelist Denise Gess.