

## WILLIAM LUTZ

WILLIAM LUTZ was born in 1940 in Racine, Wisconsin. He received a BA from Dominican College, an MA from Marquette University, a PhD from the University of Nevada at Reno, and a JD from Rutgers School of Law. Since 1971 Lutz has taught at Rutgers University in Camden, New Jersey. For much of his career, Lutz's interest in words and composition has made him an active campaigner against misleading and irresponsible language. He is the author of the best-seller *Doublespeak: From Revenue Enhancement to Terminal Living* (1989) and its sequel, *The New Doublespeak: Why No One Knows What Anyone's Saying Anymore* (1996). For fourteen years, he edited the *Quarterly Review of Doublespeak*. He has written, cowritten, or edited numerous other books, including *The Cambridge Thesaurus of American English* and *Firestorm in Peshtigo: A Town, Its People, and the Deadliest Fire in American History* (with Denise Gess, 2002). In 1996 he received the George Orwell Award for Distinguished Contribution to Honesty and Clarity in Public Language.

*The World of Doublespeak*

In the previous essay, Stephanie Ericsson examines the damage caused by the outright lies we tell each other every day. But what if our language doesn't lie, exactly, and instead just obscures meanings we'd rather not admit to? Such intentional fudging, or *doublespeak*, is the sort of language Lutz specializes in, and here he uses classification to expose its many guises. "The World of Doublespeak" abridges the first chapter in Lutz's book *Doublespeak*; the essay's title is the chapter's subtitle.

There are no potholes in the streets of Tucson, Arizona, just "pavement deficiencies." The Reagan Administration didn't propose any new taxes, just "revenue enhancement" through new "user's fees." Those aren't bums on the street, just "non-goal oriented members of society." There are no more poor people, just "fiscal underachievers." There was no robbery of an automatic teller machine, just an "unauthorized withdrawal." The patient didn't die because of medical malpractice, it was just a "diagnostic misadventure of a high magnitude." The US Army doesn't kill the enemy anymore, it just "services the target." And the doublespeak goes on.

Doublespeak is language that pretends to communicate but really doesn't. It is language that makes the bad seem good, the negative appear 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.

### **How to Spot Doublespeak**

How can you spot doublespeak? Most of the time you will recognize doublespeak when you see or hear it. But, if you have any doubts, you can identify doublespeak just by answering these questions: Who is saying what to whom, under what conditions and circumstances, with what intent, and with what results? Answering these questions will usually help you identify as doublespeak language that appears to be legitimate or that at first glance doesn't even appear to be doublespeak.

#### ***First Kind of Doublespeak***

There are at least four kinds of doublespeak. The first is the 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 "restroom," 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 US 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 a euphemism constitutes doublespeak, since it is designed to mislead, to cover up the unpleasant. Its real intent is at variance with its apparent intent. It is 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."

### ***Second Kind of Doublespeak***

A second 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 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 to impress. With such doublespeak, the act of smelling something becomes "organoleptic analysis," glass becomes "fused silicate," a crack in a metal support beam becomes a "discontinuity," conservative economic policies become "distributionally conservative notions."

Lawyers, for example, speak of an "involuntary conversion" of property when discussing the loss or destruction of property through theft, accident, or condemnation. If your house burns down or if your car is stolen, you have

suffered an involuntary conversion of your property. 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 non-member does not understand such language, then there is doublespeak. For example, on May 9, 1978, a National Airlines 727 airplane crashed while attempting to land at the Pensacola, Florida, airport. Three of the fifty-two passengers aboard the airplane were killed. As a result of the crash, National made an after-tax insurance benefit of \$1.7 million, or an extra 18¢ a share dividend for its stockholders. Now National Airlines had two problems: It did not want to talk about one of its airplanes crashing, and it had to account for the \$1.7 million when it issued its annual report to its stockholders. National solved the problem by inserting a footnote in its annual report which explained that the \$1.7 million income was due to “the involuntary conversion of a 727.” National thus acknowledged the crash of its airplane and the subsequent profit it made from the crash, without once mentioning the accident or the deaths. However, because airline officials knew that most stockholders in the company, and indeed most of the general public, were not familiar with legal jargon, the use of such jargon constituted doublespeak. 12

### ***Third Kind of Doublespeak***

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.” 13

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. 14

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 en- 15

hanced 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 defense capability? I believe this is the route the country will eventually go.”

The investigation into the *Challenger* disaster in 1986 revealed the double- 16  
speak 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.

#### ***Fourth Kind of Doublespeak***

The fourth kind of doublespeak is inflated language that is designed to make 17  
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 18  
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 19  
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 US 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.” . . .

### The Dangers of Doublespeak

Doublespeak is not the product of carelessness or sloppy thinking. Indeed, most doublespeak is the product of clear thinking and is carefully designed and constructed to appear to communicate when in fact it doesn't. It is language designed not to lead but mislead. It is language designed to distort reality and corrupt thought. . . . In the world created by doublespeak, if it's not a tax increase, but rather "revenue enhancement" or "tax base broadening," how can you complain about higher taxes? If it's not acid rain, but rather "poorly buffered precipitation," how can you worry about all those dead trees? If that isn't the Mafia in Atlantic City, but just "members of a career-offender cartel," why worry about the influence of organized crime in the city? If Supreme Court Justice William Rehnquist wasn't addicted to the pain-killing drug his doctor prescribed, but instead it was just that the drug had "established an interrelationship with the body, such that if the drug is removed precipitously, there is a reaction," you needn't question that his decisions might have been influenced by his drug addiction. If it's not a Titan II nuclear-armed intercontinental ballistic missile with a warhead 630 times more powerful than the atomic bomb dropped on Hiroshima, but instead, according to air force colonel Frank Horton, it's just a "very large, potentially disruptive re-entry system," why be concerned about the threat of nuclear destruction? Why worry about the neutron bomb escalating the arms race if it's just a "radiation enhancement weapon"? If it's not an invasion, but a "rescue mission" or a "predawn vertical insertion," you won't need to think about any violations of US or international law.

Doublespeak has become so common in everyday living that many people fail to notice it. Even worse, when they do notice doublespeak being used on them, they don't react, they don't protest. Do you protest when you are asked to check your packages at the desk "for your convenience," when it's not for your convenience at all but for someone else's? You see advertisements for "genuine imitation leather," "virgin vinyl," or "real counterfeit diamonds," but do you question the language or the supposed quality of the product? Do you question politicians who don't speak of slums or ghettos but of the "inner city" or "substandard housing" where the "disadvantaged" live and thus avoid talking about the poor who have to live in filthy, poorly heated, ramshackle apartments or houses? Aren't you amazed that patients don't die in the hospital anymore, it's just "negative patient-care outcome"?

Doublespeak such as that noted earlier that defines cab drivers as "urban transportation specialists," elevator operators as members of the "vertical transportation corps," and automobile mechanics as "automotive internists" can be considered humorous and relatively harmless. However, when a fire in a nuclear reactor building is called "rapid oxidation," an explosion in a nuclear

power plant is called an “energetic disassembly,” the illegal overthrow of a legitimate government is termed “destabilizing a government,” and lies are seen as “inoperative statements,” we are hearing doublespeak that attempts to avoid responsibility and make the bad seem good, the negative appear positive, something unpleasant appear attractive; and which seems to communicate but doesn’t. It is language designed to alter our perception of reality and corrupt our thinking. Such language does not provide us with the tools we need to develop, advance, and preserve our culture and our civilization. Such language breeds suspicion, cynicism, distrust, and, ultimately, hostility.

Doublespeak is insidious because it can infect and eventually destroy the function of language, which is communication between people and social groups. This corruption of the function of language can have serious and far-reaching consequences. We live in a country that depends upon an informed electorate to make decisions in selecting candidates for office and deciding issues of public policy. The use of doublespeak can become so pervasive that it becomes the coin of the political realm, with speakers and listeners convinced that they really understand such language. After a while we may really believe that politicians don’t lie but only “misspeak,” that illegal acts are merely “inappropriate actions,” that fraud and criminal conspiracy are just “miscertification.” President Jimmy Carter in April of 1980 could call the aborted raid to free the American hostages in Teheran an “incomplete success” and really believe that he had made a statement that clearly communicated with the American public. So, too, could President Ronald Reagan say in 1985 that “ultimately our security and our hopes for success at the arms reduction talks hinge on the determination that we show here to continue our program to rebuild and refortify our defenses” and really believe that greatly increasing the amount of money spent building new weapons would lead to a reduction in the number of weapons in the world. If we really believe that we understand such language and that such language communicates and promotes clear thought, then the world of 1984,<sup>1</sup> with its control of reality through language, is upon us.

*For a reading quiz, sources on William Lutz, and annotated links to further readings on doublespeak, visit [bedfordstmartins.com/briefbedfordreader](http://bedfordstmartins.com/briefbedfordreader).*

<sup>1</sup>In a section omitted from this abridgement of his chapter, Lutz discusses *Nineteen Eighty-Four*, the 1949 novel by George Orwell in which a frightening totalitarian state devises a language, called *newspeak*, to shape and control thought in politically acceptable forms. (For an example of Orwell’s writing, see p. 510.)—EDS.

---

### Journal Writing

Now that you know the name for it, when have you read or heard examples of doublespeak? Over the next few days, jot down examples of doublespeak that you recall or that you read and hear—from politicians or news commentators; in the lease for your dwelling or your car; in advertising and catalogs; from bosses, teachers, or other figures of authority; in overheard conversations. (To take your journal writing further, see “From Journal to Essay” on the facing page.)

### Questions on Meaning

1. What is Lutz’s **THESIS**? Where does he state it?
2. According to Lutz, four questions can help us identify doublespeak. What are they? How can they help us distinguish between truthful language and doublespeak?
3. What, according to Lutz, are “the dangers of doublespeak”?
4. What **ASSUMPTIONS** does the author make about his readers’ educational backgrounds and familiarity with his subject?

### Questions on Writing Strategy

1. What principle does Lutz use for creating his four kinds of doublespeak—that is, what mainly distinguishes the groups?
2. How does Lutz develop the discussion of euphemism in paragraphs 5–8?
3. Lutz quotes Alan Greenspan twice in paragraphs 13–14. What is surprising about the comment in paragraph 14? Why does Lutz include this second quotation?
4. Lutz uses many quotations that were quite current when he first published this piece in 1989 but that now may seem dated—for instance, references to Presidents Carter and Reagan or to the nuclear arms race. Do these **EXAMPLES** undermine Lutz’s essay in any way? Is his discussion of doublespeak still valid today? Explain your answers.
5. **OTHER METHODS.** Lutz’s essay is not only a classification but also a **DEFINITION** of *doublespeak* and an examination of **CAUSE AND EFFECT**. Where are these other methods used most prominently? What do they contribute to the essay?

### Questions on Language

1. How does Lutz’s own language compare with the language he quotes as doublespeak? Do you find his language clear and easy to understand?
2. **ANALYZE** Lutz’s language in paragraphs 22 and 23. How do the **CONNOTATIONS** of words such as “corrupt,” “hostility,” “insidious,” and “control” strengthen the author’s message?
3. The following list of possibly unfamiliar words includes only those found in Lutz’s own sentences, not those in the doublespeak he quotes. Be sure you can define variance (par. 2); incongruity, referent (3); taboo (5); condolences (6);

esoteric, profundity (10); condemnation (11); ramshackle (21); cynicism (22); insidious (23).

### Suggestions for Writing

1. **FROM JOURNAL TO ESSAY.** Choose at least one of the examples of doublespeak noted in your journal, and write an essay explaining why it qualifies as double-speak. Which of Lutz's categories does it fit under? How did you recognize it? Can you understand what it means?
2. Just about all of us have resorted to doublespeak at one time or another—when making an excuse, when trying to conceal the fact that we're unprepared for an exam, when trying to impress a supervisor or potential employer. Write a **NARRATIVE** about a time you used deliberately unclear language, perhaps language that you yourself didn't understand. What were the circumstances? Did you consciously decide to use unclear language, or did it just leak out? How did others react to your use of this language?
3. The National Council of Teachers of English has posted a number of articles from the *Quarterly Review of Doublespeak*, which Lutz once edited, on its Web site at [www.ncte.org/about/press/116444.htm](http://www.ncte.org/about/press/116444.htm). (Your library may also subscribe to the journal.) Read a few related articles from the journal, and based on them write an essay in which you challenge, expand, or add more examples to Lutz's categories.
4. **CRITICAL WRITING.** Can you determine from his essay who Lutz believes is responsible for the proliferation of doublespeak? Whose responsibility is it to curtail the use of doublespeak: just those who use it? the schools? the government? the media? we who hear it? Write an essay that considers these questions, citing specific passages from the essay and incorporating your own ideas.
5. **CONNECTIONS.** Read Stephanie Ericsson's "The Ways We Lie" (p. 337), which classifies the lies we tell in our daily lives. In what way, if any, do doublespeakers also lie? How, if at all, do the intentions of Ericsson's liars and Lutz's double-speakers differ? How, if at all, are their intentions the same? Are the results of lying and doublespeak, according to each author, different or the same? Write an essay that answers these questions and that points out any other similarities or differences you notice between liars and doublespeakers. Use **EVIDENCE** from the two essays or from your own experience to support your thesis.

---

### *William Lutz on Writing*

In 1989 C-SPAN aired an interview between Brian Lamb and William Lutz. Lamb asked Lutz about his writing process. "I have a rule about writing," Lutz answered, "which I discovered when I wrote my dissertation: You never write a book, you write three pages, or you write five pages. I put off writing my dissertation for a year, because I could not think of writing this whole thing. . . . I had put off doing this book [*Doublespeak*] for quite a while, and my

wife said, 'You've got to do the book.' And I said, 'Yes, I am going to, just as soon as I . . . ,' and, of course, I did every other thing I could possibly think of before that, and then I realized one day that she was right, I had to start writing. . . . So one day, I sit down and say, 'I am going to write five pages—that's all—and when I am done with five pages, I'll reward myself.' So I do the five pages, or the next time I will do ten pages or whatever number of pages, but I set a number of pages."

Perhaps wondering just how high Lutz's daily page count might go, Lamb asked Lutz how much he wrote at one time. "It depends," Lutz admitted. "I always begin a writing session by sitting down and rewriting what I wrote the previous day—and that is the first thing, and it does two things. First of all, it makes your writing a little bit better, because rewriting is the essential part of writing. And the second thing is to get you flowing again, get back into the mainstream. Truman Capote<sup>1</sup> once gave the best piece of advice for writers ever given. He said, 'Never pump the well dry; always leave a bucket there.' So, I never stop writing when I run out of ideas. I always stop when I have something more to write about, and write a note to myself, 'This is what I am going to do next,' and then I stop. The worst feeling in the world is to have written yourself dry and have to come back the next day, knowing that you are dry and not knowing where you are going to pick up at this point."

### For Discussion

1. Though his work is devoted to words and writing, William Lutz once spent a great deal of time avoiding writing. What finally got him to stop procrastinating? When you are avoiding a writing assignment, is it the length of the project or something else that prevents you from getting to work?
2. Lutz always rewrites before he starts producing new material on the idea that he didn't develop on the previous day. How come? Do you think Lutz's strategy is a good one?

<sup>1</sup>Truman Capote (1924–84) was an American journalist and fiction writer. --- EDS.

---

## ADDITIONAL WRITING TOPICS

### *Classification*

Write an essay by the method of classification, in which you sort one of the following subjects into categories of your own. Make clear your PURPOSE in classifying and the basis of your classification. Explain each class with DEFINITIONS and EXAMPLES (you may find it helpful to make up a name for each group). Check your classes to be sure they neither gap nor overlap.

1. Commuters, or people who use public transportation
2. Environmental problems or environmental solutions
3. Web sites
4. Vegetarians
5. Talk shows
6. The ills or benefits of city life
7. The recordings you own
8. Families
9. Stand-up comedians
10. Present-day styles of marriage
11. Vacations
12. College students today
13. Movies for teenagers or men or women
14. Waiters you'd never tip
15. Comic strips
16. Movie monsters
17. Sports announcers
18. Inconsiderate people
19. Radio stations
20. Mall millers (people who mill around malls)