

A Discourse Analysis Study of Doublespeak in Different Mass Media

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ABSTRACT

The natural language is the most truthful tool, which does the purpose behind using it which is: communication. This study aims to trace the more use of Doublespeak in different mass media and the political fields in which it is used. It has a negative impact when assessing Donald Trump's political discourse as an example of a political person who employs such conduct to conceal certain aspects of the truth via his statements. This study adopts the linguistic analysis methods such as exploratory and comparative to identify Doublespeak. These methods are used to analyze symbols of Trump's discourse and to compare them with facts. The researcher examines data from books, papers, and studies on Doublespeak in political speech. According to the findings, many mass media outlets employed Doublespeak largely to express primary political discourse in the news and commercials. The research came to the conclusion that political speech is the principal field in which such conduct allows politicians to purposefully lie, mislead, and conceal what is going on. It was also observed that Doublespeak has negative consequences by normalizing lying, deceiving, and concealing truths.

Key Words: Doublespeak, Political Discourse, Mass Media

دراسة تحليلية للخطاب المزدوج في وسائل الإعلام المختلفة

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الملخص

اللغة الطبيعية هي الأداة الأكثر صدقاً، والتي تؤدي الغرض من استخدامها وهو: التواصل. تهدف هذه الدراسة إلى تتبع انتشار استخدام اللغة المزوجة في وسائل الإعلام المختلفة والمجالات السياسية التي تستخدم فيها. ولها تأثير سلبي عند تقييم الخطاب السياسي لدونالد ترامب كمثال لشخص سياسي يستخدم مثل هذا السلوك لإخفاء جوانب معينة من الحقيقة من خلال تصريحاته.

تعتمد هذه الدراسة على أساليب التحليل اللغوي مثل الاستكشافي والمقارنة لتحديد اللغة المزوجة. تستخدم هذه الأساليب لتحليل رموز خطاب ترامب ومقارنتها بالحقائق. يدرس الباحث البيانات من الكتب والمقالات والدراسات حول اللغة المزوجة في الخطاب السياسي. وفقاً للنتائج، استخدمت العديد من وسائل الإعلام اللغة المزوجة بشكل كبير للتعبير عن الخطاب السياسي الأساسي في الأخبار والإعلانات التجارية.

توصل البحث إلى أن الخطاب السياسي هو الجانب الرئيسي الذي يسمح فيه هذا السلوك للسياسيين بالكذب والتضليل وإخفاء ما يجري عمداً. كما لوحظ أن الخطاب المزوج له عواقب سلبية من خلال تطبيع الكذب والخداع وإخفاء الحقائق.

الكلمات المفتاحية: الكلام المزوج، الخطاب السياسي، وسائل الاعلام

1. Introduction

Doublespeak is something that people hear all the time. Jargon is used all the time at almost every job. In the news, words and gobbledygook are used all the time. A lot of the time, the language of journalism is used in news stories and on social media. People may get used to this kind of talk in the future, and it could become common even though it usually turns facts upside down. When people use doublespeak to hide the truth or parts of the truth, it's a big problem. Everyone is directly or indirectly exposed to doublespeak, especially in the mass media, which hides or exaggerates information about certain problems, makes some goods look better, or calls a dangerous action something else. Doublespeak has become common, which is a shame because it is harmful. It's another way to think about lying. Some people mix up doublespeak and exaggeration. The goals of each, however, are different. People sometimes accept exaggeration because they know it

is the only kind of exaggeration that deals with facts and doesn't try to hide or cover them up. It's not the same thing to call a house a "dream house" or a "splendid fantabulous shabby chic house."

2. A Theoretical Background

2.1 Discourse

Discourse is a text in its setting, and it is facts that can be studied empirically (Van Dijk, 1977, p. 3). People can explain, talk about, and back their political beliefs when they talk to each other. Ideologies are groups of political ideas. These views are tied to the specifics of each group, like its social standing, identity, goals, and wants.

Fairclough (1989:27) says that discourse is bigger than writing because it shows the speaker's goals, conditions, and motivations. It also shows the relationship between the speaker and the listener, as well as the speaker's ideas, the circumstances, the setting, and the way he or she wants to say something.

Fairclough also says (ibid.) that speech can be political, educational, artistic, or scientific. Linguists are interested in the ways that political speakers use language to connect with people. Linguists have found that the way political language is spoken has a big effect on how people act and think.

2.2 Discourse Analysis

Critical speech Analysis is not a different school of thought as many people think. Instead, it is a way to look at speech and language. Linguists also say that CDA is not all the same and that it uses language to interact socially and keep power differences. CDA looks at how power and battle shape encounters, works, and events from an ideological point of view. So it is a way to find linguistic activity, writings, and big social and cultural relationships and interactions. It's important because it has to do with cases that have been kept secret.

Fairclough (1997) and Wodak (2001) came up with five rules for analyzing critical discourse. They say that Structures, both socially and culturally, are a bit vague in terms of language. Structures show how power or dominance relates to pushback or action. They also say that social relationships make speech and that discourse is a result of social relationships.

Fairclough and Wodak also say that the language used in discourse should be studied in a social context. It is rare for a discourse to be made up of language that has not been studied (ibid). The Empirical Analysis of Discourse is the best way to show if the language is learned or not. According to them, the purpose of speech is ideological and creates unequal cultural powers and relationships between groups in areas like politics, religion, and sex. Discourse has a goal that is a change in society and helps people who are weak and repressed.

2.3 Political Discourse

Political discourse is a subset of speech that explains how and why politics are the way they are. Its main ideas are about politics, both in terms of actions and connections. Everyone is affected by how difficult and hard to understand the idea of power is. Political talks are made by the public, and their study suggests a deep study of the relationship between political and language behavior using both micro-level and macro-level research. When you study a language at the micro-level, you look at things like word choice and sentence structure to see what strategic roles they play. Language use, conversation, and discourse are looked at on a small scale within a group. Analysis at the broad level involves words like control and power interactions.

Ideology is an important part of doing political work or being politically involved. It is the way that ideas, customs, and a set of ideals are passed on or taught. Fairclough (1989) says that ideology can mean different things, and it's also possible that we can't figure out the exact

meaning. Ideology can also be thought of as a set of political views. Based on these beliefs, groups, countries, and people take or do things. No country, nation, group, or party in any part of the world has a single set of beliefs.

2.4 Mass Media

It refers to a wide range of media methods that reach a large number of people through communication tools. A kind of channel is part of the technology that makes this kind of contact possible. It was divided into eight businesses at the end of the 20th century: books, the Internet, magazines, movies, newspapers, radio, tapes, and TV.

2.5 Doublespeak

Doublespeak is the use of euphemistic or ambiguous expressions to cover what one is telling. For example:

"put to sleep" instead of "euthanize."

"ethnic cleansing" instead of "genocide."

George Orwell did not coin the term doublespeak in his novel 1984 but was probably an influence. Doublespeak was first adopted in 1950, seemingly as a derivation of the term "double-talk."

Double-speak deliberately disguises the meaning of words. Double-talk may take the form of euphemisms; for example:

"downsizing" indicates "layoffs,"

"servicing the target" indicates "the bombing" (The New York Times, 1991)

It is intended initially to make the fact seem more savory. It indicates intended ambiguity in language. Doublespeak hides the truth. Doublespeak is most closely linked with political language (Orwell, 2008).

It is important to know the difference between double-talk and Doublespeak. The first one means a speech that is hard to understand because it is full of useless words and nonsense sounds. It is used to

make people laugh, generally to make fun of another language. It is related to Doublespeak in that it talks about speech that makes people confused. The term "double-talk" was first used in 1930 (www.grammarist.com/interesting-words/doublethink-doublespeak-or-double-talk/). When you study Doublespeak, you get to look at some interesting and strong parts of the language. When linguists study doublespeak, they can find, understand, and judge these traits, as well as recognize and fight against language uses. There are many ways to put Doublespeak into groups, and William J. Vande Kopple's System is one of them. Kopple made a system with strange structures and methods that can be used to trick, cheat, and control people. Rare or Made-Up Words is how these groups are set up and described. Short words are used by double-speakers. Also, they use uncommon words in ways that you wouldn't expect. Also, they seem to make up words (Kopple, 2007, p. 89). When Doublespeak words look like they belong to other phrases, they have the potential to cause confusion. For example, "compensated edentia" is used to mean "artificial teeth" (Lutz, 1999, p. 68).

People thought this phrase didn't mean anything good when they heard the word "vehicular malscrusion" (Lutz, 1999, p. 2). This is because the Oxford Dictionary doesn't have an article for "malocclusion." "Vehicular malscrusion" is a term for a car crash.

Another example of Doublespeak is the phrase "negative advancement," which means "demotion." "Retaining employees" means "firing" employees, and "negative gain in test scores" means "low test scores." People who hear a term like "negative advancement" might have a hard time understanding such inconsistencies. This is because these words are meant to trick people.

In the United States, the Ministry of Defense uses the term "conduct coercive diplomacy," which means to bomb (Lutz, 1999: 23). Also, the

American Navy talks about "the concept of low-intensity conflict," which means "a violent peace" (Lutz, 1999: 38).

In vague phrases, the word sounds very different from what it really means. The harder it is to learn these terms, the further away they are and the less meaning they have overall. Some euphemisms probably don't destroy society. Personalities find euphemisms quietly funny, like when a cleaner is called a "entropy control engineer" or a hallway is called a "behavior transition corridor" (Lutz, 1999, p. 145).

Other euphemisms, on the other hand, are bad. For example, the phrase "nonfacile manipulation of newborn" is used to describe dropping a baby, and the phrase "intergenerational intimacy" is used to describe rape (Lutz, 1999; 60).

Some euphemisms with serious meanings are almost impossible to understand. For example, "patient failed to fulfill his wellness potential" means that the patient died (Lutz, 1999, p. 42), and "hard landing" is used to describe a helicopter crash (IBID). Many experts have said that metaphors help people organize and make sense of their experiences. Metaphors are used to help everyone understand what is being said.

When they want to get people's attention, double-speakers rarely use symbols. Metaphors are rarely used in Doublespeak, which makes people confused and leads them astray. The word "incontinent ordnance" seems to be a very confusing use of a metaphor. During the Gulf War, the U.S. army used the term "collateral damage" to describe rockets that missed their targets. It is an attempt to blame the rocket for missing its goal instead of the people who sent it, because doublespeakers have made it hard to figure out who is at fault (Kopple, 2007, p. 90).

Most of the time, double-speakers use "hard interpreting" sentences that are hard to understand. (Lutz, 1999:15) These sentences may be pretty long or use words that are hard to find or made up. For instance,

"ideogram illumination intensity adjustment potentiometer" is a word term that means "light switch."

3. Methodology

This study will use methods such as exploratory and comparative linguistics research to find doublespeak. This is how images in Trump's speech are broken down and compared to facts. The researcher will use information from books, papers, and study that has to do with doublespeak and political discourse.

3.1 Using of Doublespeak in mass media

1– In politics

Herman and Chomsky explain that Doublespeak's Political Economy is a vital element of manipulating the language in media, a component of media propaganda, including broadcasting news. (Goodwin. 1994; 103).

2– In advertising

The reason why advertisers use doublespeak is to hide their business goals (Gibson, 1975, p. 15). Some people try to deal with this kind of technique by using many different systems that give different kinds of information about the creative methods used (Hormell, 1975, p. 18). In 1970, doublespeak doubled the amount of aspirin that was made (Dieterich, 1974, p. 477).

3. In comedy

Doublespeak is used as a satirical comedy to parody political establishments' intent on obfuscation or prevarication ironically. The TV show Yes Minister used this device.

3.2 Doublespeak Examples

Doublespeak is the opposite of absolute fact since it changes words to hide facts. It blends sense and nonsense to screen the true meaning. Euphemisms in Doublespeak attempt to make specific conditions appear more savory. They are not usually spiteful but

evasive. Calling something "quaint" is a unique style of saying "small." examples of a euphemism in Doublespeak:

alternative facts" means "lies" or "misinformation.",
a bit shaky means inferior quality,
ill-advised means a terrible idea,
passed on or passed away means died or dead,
person of interest means suspect in a crime,
and truth-challenged means liar

Puffery language uses excellent words to make stuff look more admirable than others. Using inflated language is an attempt to impress others. Different companies utilize puffery for marketing purpose, for example

a splendiferous fantabulous vacation getaway = a great place to vacation,
amaze your friends with this incredible item = you might want to buy this item,
Best meal ever = delicious food, and
Concerned citizen dares to question authority = citizen raises a question at City Council meeting,
once in a lifetime opportunity = a great opportunity,
Shabby chic = old and worn.

Jargon is used in a particular occupation. The phrases are identified and understood but represent Doublespeak when are used by others, for example:

collateral damage = multiple fatalities
, detainee = prisoner of war
, enhanced interrogation = torture
, ethnic cleansing = genocide
, extrajudicial killing = assassination
violent extremism = terrorism.

Gobbledygook includes delivering in a convoluted form that is so difficult as to be incomprehensible. It often matches nonsense with information. Gobbledygook directs to include long words and sentences that are hard to be copied. "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."

Gobbledygook involves delivering in a convoluted way that is so difficult as to be incomprehensible. It often matches nonsense with information that would make sense on its own or links other types of Doublespeak with deceptive messages. Gobbledygook tends to include long words, often misused, and lengthy sentences that are hard, if not impossible, to understand, for example: Upon documentation of said patient's symptoms and examining her otolaryngological region, the ultimate diagnosis is a case of viral rhinitis." instead of "The patient has a common cold, post-traumatic stress disorder, instead of shell shock.

3.3 Doublespeak in Political Discourse

The politicians tend to use Doublespeak in their speeches for specific purposes, including voting (Bill of Rights in Action. 1976: 12) and hide facts. According to that, they using it enables them to show powerful willingness to change rules of the political games (John. 1991:24). Using such behavior can hide some of their faults, such as budget problems and power abuse (Kiplinger's Personal Finance. 1997; 64) or sending hidden messages to their supporters, as Biden won in 2020. Political also are skillful at changing their regular speech in front of different audiences, as happened with Trump in Saudi Arabia when he gave another name to terrorism instead of what he is used to calling. The politicians overreact to using the Jargon type of Doublespeak, which uses Euphemisms to avoid harsh words and beautify the challenging situation (Angeloni. 1997; 40).

3.4 Trump's Doublespeak in Political Discourse

Trump adopts bright catchphrases to take his followers' thoughts and to keep them in his command. Notwithstanding Trump's lack of governmental experience, his speeches beat a chord with many people. According to Helmore (2016), that business sense in Trump's speeches, Doublespeak, brings more supporters to him, even if he does not do anything. According to Resnikoff (2016), Trump speaks lies, which are casual and ridiculous. These lies, which are double what the speaker makes, made his supporters support him from an emotional perspective. According to that, Doublespeak can change people's thoughts.

Even Donald Trump's slogan, "Make America Great Again," is Doublespeak; McKay argues that the real meaning of Trump's slogan may mean different things to various citizens according to his policy (McKay. 2019: 23), which is A simple phrase with promise but no substance. Simply listening that Trump vowed to take America back to the old days was fair to get countless of their votes (ibid).

In Morgan's article:

The dangers of the attitudes of Trump supporters can be compared to a scientific experiment involving rats. In the experiment, scientists split a group of food-deprived rats into two groups. One group was then fed a mixture of sugar and water, while the other was fed a mixture of saccharin and water. Both groups behaved as though they were full and nourished, but the rats fed with saccharine died of malnutrition, "all the while behaving as though their hunger was satisfied"..... The saccharine-fed rats resemble Trump supporters; they are satisfied by false claims that they believe to be true. "Like the saccharine environment, an environment created by or infiltrated by doublespeak... provides the appearance of nourishment and the promise of survival, but

the appearance is illusionary and the promise false" (Morgan. 2016:224).

Trump is a doublespeaker is; first to get more voters, and second, he provides the illusion of hope because not giving promises is not sustainable for continuing in his position. Doublespeak obfuscated and manipulated the fact. Doublespeak is one of Trump's tactics to relabeled factual statistics. Doublespeak gives the thought that feelings are more convincing than facts, leading to developing the term post-truth. Post-truth was overly used by Trump, where he denies past claims and his supporters are comfortable with it.

According to Aziz, Trump used Doublespeak during his visit to Saudi Arabia. Trump addresses peace and prosperity in his speech and sells weapons to the Saudis. During his speech, he chose a new term, "extremist ideology," instead of his usual term "radical Islamic terrorism" in front of Muslim audiences, where he is used to using "radical Islamic terrorism" in his speeches to American audiences ([www. CNN. Com/2017/05/21/opinions/trump-Muslim-speech-opinion-aziz/ index. html](http://www.CNN.Com/2017/05/21/opinions/trump-Muslim-speech-opinion-aziz/index.html)).

3.5 The Effects of Doublespeak

Politicians, governments, and businesses often use Doublespeak to distance people from the truth. Orwell predicts that people could get away with various things in the language (Lutz 1999). Doublespeak is a significant threat because it makes a gap between what politicians say and what people hear. Politicians, by Doublespeak, deliberately mislead the people who do not know what is happening, and people wind up making decisions of social importance on the wrong basis.

In terms of the euphemism of Doublespeak, politicians plan to discuss something, but due to social codes, they do not use ordinary language but use irregular one, which nobody can figure out to avoid the harsh

reality. Donald Trump used Doublespeak, and it sounded so exciting to prevent his audience from understanding what is happening.

The continuous use of Doublespeak has a thickening impact in sharpening people's thoughts and enables organizations to lie and cover what was going on deliberately. The organizations choose to avoid common language, which helps people to identify fraud and ask questions. Lutz (1999) believes that people must have concerns about Doublespeak used in public discourse.

4. Conclusion

This paper comes to the conclusion that different types of mass media use doublespeak by focusing on political problems in the news and business issues in ads. This paper finds that public comments, talks, meetings, and election campaigns are the most common places where this kind of behavior is used. Politicians and institutions can use doublespeak to lie, mislead, and hide what's going on on purpose to avoid people's reactions. They do this by euphemizing, pufferizing, and jargonizing certain phrases to make them more euphemizing or hard to understand so that people will accept the actions that go beyond these phrases. This paper also shows how Doublespeak hurts people by making it okay to lie, confuse, and hide the truth. Normalizing lies makes it possible for everyone or every institution to lie to people, which causes a big problem and a lack of trust between people or between people and institutions. When you lie to people or hide the truth, it makes them angry, which can lead to unrest and push institutions to cross the line.

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