

Lutz, William. "Nothing in Life is Certain Except Negative Patient Care Outcome and Revenue Enhancement." Journal of Adolescent & Adult Literacy Nov. 2000: 230-233.

The author, a professor of English at Rutgers University, shows that doublespeak does not happen by accident. Rather, it happens through an intent to deceive with the speaker giving clear thought to what he says. It leads the listener to believe that he understands the speaker's message while preventing thought. It can have the effect of making a bad statement appear good and making something unpleasant seem attractive. While not new, doublespeak can be found dating back to the 5th century BC when the Greek historian Thucydides wrote *The Peloponnesian War*. The forms of doublespeak include: euphemisms (the language of courtesy), gobbledygook (tries to overwhelm a listener with technical words), and inflated language (turns everyday occurrences into important events). Doublespeak often finds itself in places such as politics and books. Matthew McGlone and Jennifer Batchelor reach a similar definition of a euphemism and conduct a study to prove the definition in the article cited below. *Layoff Lingo: Corporations Sugarcoat Mass Firings and Downsizing is Bad for Business* illustrate Lutz's definition of a euphemism as corporations use words of courtesy to fire employees. In an article by Richard Coe, expands on the forms of doublespeak to eleven forms, whereas Lutz identifies only three forms. In addition, *Job-Description Jargon and the Average Joe* applies these definitions to real life events.