

McGlone, Matthew S. and Jennifer A. Batchelor. "Looking Out for Number One: Euphemism and Face." Journal of Communication June 2003: 251-264.

Matthew McGlone, an associate professor of psychology at Lafayette College, and Jennifer Batchelor, a graduate of Lafayette College, conducted a study on the influence of face motives on the use of euphemisms in daily communication. Participants understood that they needed to write a series of email messages and that they needed to send the messages to another person to receive them and take a quiz based on the contents of the email message. The experimenters informed half of the participants of a meeting to take place between them and the receiver of the email message after the experiment concluded and assured the other half of no meeting between the senders and receivers. The authors hypothesized a higher frequency of euphemism use when the participant knew of the meeting with the receiver after the experiment. After an analysis of the results, the authors concluded that the hypothesis did not need modification since the results supported it. The authors then addressed email and Internet communication through stating that people tend to act less polite when using these communication methods due to the fact that the communication method by its very nature leads to the use of fewer euphemisms. The study found that people tend to act more polite when communicating face to face to 'save face'. Lutz's definition of a euphemism goes along with the results of the study because the authors believed that the participants would use euphemisms as a courtesy to the receivers. And, in fact, the participants did show more courtesy in their messages when informed of the meeting after the experiment to introduce the receiver of the message. In Van Buren's article, *Layoff Lingo: Corporations Sugarcoat Mass Firings*, Van Buren gives examples of the language a corporation will use when letting employees go. Also, Challenger's article, *Downsizing is Bad for Business*, expands on the feelings of the employees fired. The articles extend on the experiments of McGlone and Batchelor. An article described below by Richard Coe states that doublespeak may misinform while appearing to communicate. The participants in this study believed communication took place only to find out that a miscommunication occurred. However, in *Job Description Jargon and the Average Joe*, a writer of a job description uses lots of euphemisms when not meeting the applicant face to face.