

Coe, Richard M. "Public Doublespeak, Critical Reading, and Verbal Action." Journal of Adolescent & Adult Literacy Nov. 1998: 192-194.

An analysis of doublespeak reveals that it abuses language, power, and people. However, the author stresses the importance of doublespeak as a learning opportunity. Coe states that doublespeak appears to communicate while deceiving and sometimes either misinforms or contains no information at all which abuses language and readers alike. The reader/listener needs to understand the context of a euphemism to determine if it extends to doublespeak. The techniques of doublespeak mentioned include euphemism, nominalization, abstraction, presupposition, jargon, titles, inflated language, gobbledygook, symmetrizing, stipulative definition, and ambiguity. Often times, a speaker skillfully uses doublespeak while the audience does not identify the doublespeak heard. In business, companies may use doublespeak as a tool of persuasion to convince consumers to buy products that they do not want or need. This article provides a more in-depth look at the types of doublespeak than does the article by Lutz. However, it does not expand upon the article by McGlone and Batchelor because it focuses on the different types of doublespeak instead of euphemisms in general. It also does not expand on the articles by Van Buren or Challenger, which emphasizes the use of euphemisms in layoffs, while Rice's article, *Job Description Jargon and the Average Joe* emphasizes the use of euphemisms in job descriptions encountered when searching for a new job.