You Are What You Say

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Summary

- Women’s ways of speaking: learned
  - Non-aggressive: only supposed to talk about certain subjects & things.
  - Proper: “like a lady” (370). We are taught to say more distinct colors. EX: beige & lavender.
Summary

- Ridiculed if we talk like a lady
  - Unable to think clearly
  - Unable to be serious
  - Unable to hold a position of power

- Ridiculed if we don’t talk like a lady
  - Very manly
  - Not polite
Women use “Tag–questions” (371).
- Midway between a yes and no question
- Less assertive, more confident
- Example: “Joan is here, isn’t she?” (371).
- Allows the speaker to avoid commitment
- Also Allows them to avoid conflict
- On the other hand it makes the speaker sound unsure and can’t make up her mind
Summary

The use of the word “lady” or “woman”
- Some people say that it is polite and shows chivalry
- Others argue it implies helpless

The use of “girl”
- Implies adolescence
- Implies irresponsibility
- Women have girlfriends but boys don’t have boyfriends?
Summary

- How women are spoken too
  - Called “dear” and “honey” (377).
  - Women are supposed to enjoy these words
  - They are not supposed to be offended
Proper way for women to speak

http://www.youtube.com/watch?v=LS37SNYjg8w

Women, have you ever walked into a store and been called “hun” or “sweetie”? Did you take it as polite? Or rude?
Activity

- Take out a sheet of paper
  - Write down all of the more distinct colors you can think of
Doublespeak is the intentional use of evasive, ambiguous, high-flown language in order to confuse or deceive.

four types of doublespeak

- Euphemism
- Jargon
- Gobbledygook (bureaucrates)
- Inflated Language
Euphemism

“An inoffensive or positive word or phrase used to avoid a harsh or unpleasant reality” (p. 380–381)

Examples:

- **categorical inaccuracies**: a lie
- **constructive dismissal**: fired or laid off of job
- **Chronologically advantaged**: old

http://www.youtube.com/watch?v=CNk_kzQCCclo
Jargon

“...the specialized language of a trade, profession, or similar group...” (p. 382).

Examples:

- **organoleptic analysis**: the act of smelling something
- **fused silicate**: glass
- [http://www.youtube.com/watch?v=58iSZjooljC](http://www.youtube.com/watch?v=58iSZjooljC)
Gobbledygook

- Piling on words and overwhelming the audience with big words and extremely long and confusing sentences.
- “...the bigger the words and the longer the sentences the better” (p. 383)
- Example: Quote by Alan Greenspan
  - “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” (p.383).
Inflated Language

- Puffed-up, important sounding word used to make the ordinary seem extraordinary and to make everyday things seem impressive.

- Examples:
  - *reutilization marketing yard*: junkyard
  - *negative patient care outcome*: the patient has died
  - *mental activity at the margins*: insanity
What's unique about Euphemisms and Jargon?

- Euphemism and Jargon are not always doublespeak:
- These are not doublespeak when:
  - Euphemism: when language not used to deceive but instead avoids directly mentioning a painful reality (telling a friend your sorry their grandma “passed away”)
  - Jargon: when it is used among professionals who use same vocabulary (doctors discussing medical concerns)
Doublespeak has been used by many governments to hide the truth from citizens as well as organizations to get funding or supplies that they needed.

Examples:

- Roman Empire
- German rocket scientist
- Nazis
- President Reagan
Early use of Doublespeak: Roman Empire

Doublespeak used by Romans when referring to punishment of traitors

- “They have lived” when announcing the execution of a traitor
- “Taking notice of a man in the ancestral manner” meant capital punishment
- “The prisoner was then led away” meant prisoner was executed
Peenemaünde Rocket Research Institute in Germany used doublespeak to get supplies need from the Bureau of Budget

- “Appliance for milling wooden dowels up to 10 millimeter in diameter”: pencil sharpener
- “Instrument for record test data with rotating roller”: typewriter
Nazis used doublespeak to rise to power and perform some of the most abominable acts in history

- “Straitening of the front”: a retreat
- “Bottleneck”: serious difficulty
- “Final Solution”: extermination of Jewish population and other unwanted minorities
- “The Jew X. Y. lived here”: occupant had been “deported”
- “Deported”: killed
President Ronald Reagan used doublespeak multiple times in his addresses

In his speech given on July 27, 1981, Reagan said:

- “I will not stand by and see those of you who are dependent on Social Security deprived of the benefits you’ve worked so hard to earn. You will continue to receive your checks in the full amount due you.”

- Reagan’s carefully chose his words when giving this speech to hide his real intentions, different then those apparent in speech

- According to White House spokesperson David Gregen “…he was reserving the right to decide who was “dependent” on those benefits, who had “earned” them, and who, therefore, was “due” them” (p.389).
How is Doublespeak Dangerous?

- Despite the fact that doublespeak is everywhere and everyone uses it, doublespeak can still:
  - Corrupt thought
  - Destroys communication
  - Erode trust
What do you think?

- Can you think of examples of doublespeak you hear in your everyday lives?