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^ a b Lutz, William D. (1989) Doublespeak: From "Revenue Enhancement" to "Terminal Living": How Government, Business, Advertisers, and Others Use Language to Deceive

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Doublespeak may take the form of euphemisms (e.g., downsizing for layoffs), Doublespeak is language that deliberately disguises, distorts,

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Jun 25, 2008 William Lutz is Professor of English at From "Revenue Enhancement" to "Terminal Living": How Government, Business, Advertisers, and Others Use Language

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He wrote a famous essay The World of Doublespeak on this subject as well as the book Doublespeak Doublespeak: From "Revenue Enhancement" to "Terminal Living"

## **Political correctness, euphemism, and language**

Lutz, William, 1989. *Doublespeak: Business, Advertisers and Others Use Language to Deceive You*. From Revenue Enhancement to Terminal Living :

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Jan 16, 2012 114: *Discovering Doublespeak! (Part Four)*

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William D. Lutz is the author of Doublespeak (4.00 avg rating, 16 ratings, 4 reviews, published 1990), Doublespeak Defined William D. Lutz s Followers (1)

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