DOUBLESPEAK OF POLITICAL LANGUAGE IN PRESIDENTIAL DEBATE BETWEEN DONALD TRUMP AND JOE BIDEN (Semantic Analysis)

Submitted to the Faculty of Cultural Sciences of Hasanuddin University as Partial Fulfillment of the Requirements to Obtain *Sarjana* Degree in English Department

By

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ENGLISH LITERATURE STUDY PROGRAM

FACULTY OF CULTURAL SCIENCES

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LEGITIMATION

THESIS

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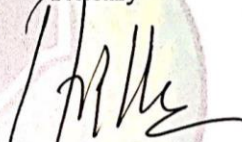It has been examined before the Board of Thesis Examination on and is declare to have fulfilled the requirements.

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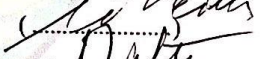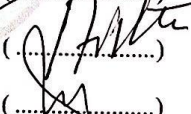
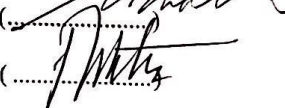**HASANUDDIN UNIVERSITY**

AGREEMENT

On August 20, 2023, the Board of Thesis Examination has kindly approved a thesis by Maghfirah Nur Padila (F041191140) entitled *Doublespeak of Political Language in Presidential Debate Between Donald Trump and Joe Biden (Semantic Analysis)* submitted in fulfillment of one of the requirements to obtain *Sarjana* Degree in English Literature Study Program, Faculty of Cultural Sciences, Hasanuddin University.

Makassar, 20th August 2023

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iii

iii

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<u>DECLARATION</u>

The thesis by Maghfirah Nur Padila (F041191140) entitled *Doublespeak of Political Language in Presidential Debate Between Donald Trump and Joe Biden (Semantic Analysis)* has been revised as advised during the examination on and is approved by the Board of Undergraduate Thesis Examiners:

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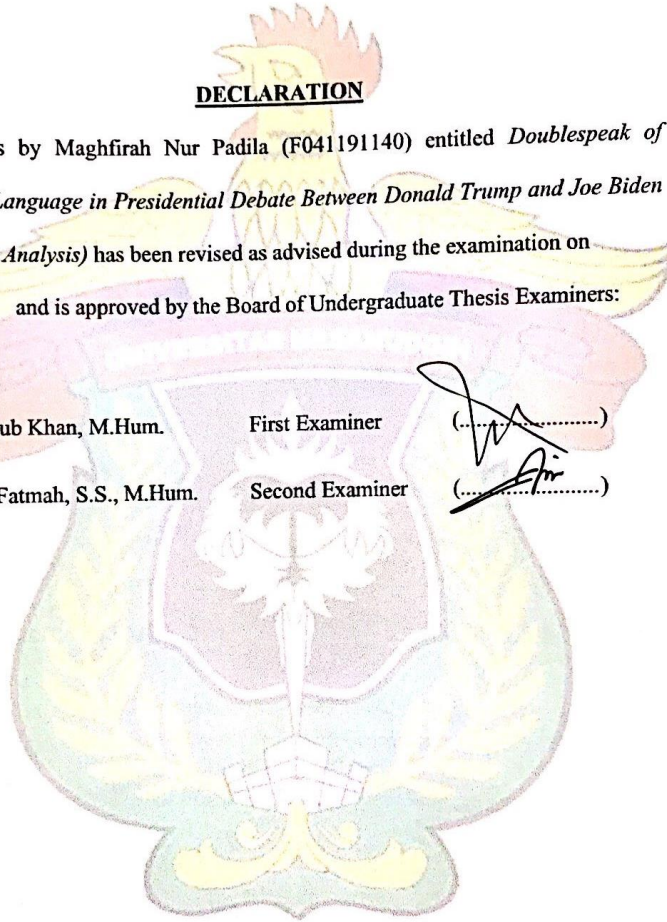
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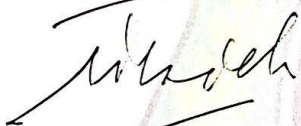
With reference to the letter of the dean of Faculty of Cultural Sciences Hasanuddin University No.1901/UN.4.9.1/KEP/2022 regarding supervision, we hereby confirm to approve the undergraduate thesis draft by Maghfirah Nur Padila (F041191140) to be examined at the English Literature Study Program of Faculty of Cultural Sciences.

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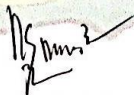
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v

STATEMENT LETTER OF AUTHENTICITY

The undersigned,

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Hereby, the writer declares that this thesis entitled:

Doublespeak of Political Language in Presidential Debate between Donald Trump and Joe

Biden

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Makassar, 17 Januari 2024

The undersigned,

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vi

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Last but not least, I wanna thank me, I wanna thank me for believing in me, I wanna thank me for doing all this hard work, I wanna thank me for having no days off, I wanna thank me for never quitting.

But if thought corrupts language, language can also corrupt thought.

- George Orwell

ABSTRACT

MAGHFIRAH NUR PADILA (F041191140). *Doublespeak of Political Language in Presidential Debate Between Donald Trump and Joe Biden (Semantic Analysis)* (Supervised by Noer Jihad Saleh and Harlinah Sahib).

This study aims to analyze the types of doublespeak found in presidential debate between Donald Trump and Joe Biden and to identify the most dominant type. This study used the theory of doublespeak proposed by William Lutz (1989). The method applied in this research was descriptive qualitative method. The data were the utterances produced by the participants during the debates and were collected by reading the transcript of the debates on *www.rev.com*. The result of this study shows that all types of doublespeak were employed, with total 22 utterances. These include 9 euphemisms, 5 jargons, 2 gobbledygooks, and 6 inflated languages. Euphemism becomes the most dominant type. The reasons of both candidates used doublespeak were to cover up the unpleasant reality or disguise the truth, to make the speaker looks more educated, and to make ordinary situation sounds extraordinary.

Keywoard: *doublespeak, political language, Donald Trump, Joe Biden*

ABSTRAK

MAGHFIRAH NUR PADILA (F041191140). *Doublespeak of Political Language in Presidential Debate Between Donald Trump and Joe Biden (Semantic Analysis)* (Dibimbing oleh Noer Jihad Saleh dan Harlinah Sahib).

Penelitian ini bertujuan untuk mendeskripsikan jenis-jenis doublespeak yang ditemukan dalam debat presiden antara Donald Trump dan Joe Biden dan untuk mengidentifikasi jenis yang paling dominan. Penelitian ini menggunakan teori doublespeak yang dikemukakan oleh William Lutz (1989). Metode yang digunakan dalam penelitian ini adalah metode kualitatif deskriptif. Data penelitian ini berupa ujaran-ujaran yang dituturkan oleh partisipan selama debat dan dikumpulkan dengan membaca transkrip debat di *www.rev.com*. Hasil dari penelitian ini menunjukkan bahwa semua jenis doublespeak digunakan, dengan total 22 ujaran, yang terbagi menjadi 9 eufemisme, 5 jargon, 2 gobbledygook, dan 6 inflated language. Eufemisme menjadi tipe yang paling dominan. Alasan kedua kandidat menggunakan doublespeak ialah untuk menyembunyikan realita yang tidak menyenangkan, untuk membuat sang pembicara terlihat lebih pintar, dan untuk membuat situasi yang biasa terdengar luar biasa.

Kata kunci: doublespeak, bahasa politisi, Donald Trump, Joe Biden

TABLE OF CONTENTS

CHAPTER I. INTRODUCTION

CHAPTER II. LITERATURE REVIEW

CHAPTER I

INTRODUCTION

A. Background of the Study

Language can be said as a crucial weapon for politicians to reach their goals. Politicians utilize language to obtain more influential power for themselves and their affiliated parties, for instance when making public appearances, such as appearing on the TV, when having conversation to journalists, and when answering the public's questions. Through language, they try to communicate or share their intentions, to do campaigns, and to seek power. Hence, communication becomes an essential feature for one to gain voters and beat the opponents.

The characteristics of politician language are quite distinct. In order to have positive image in public, politicians are inclined to apply persuasive, soft, and emotive language as well. Persuasion defined as "linguistic behaviour that attempts to either change the thinking or behaviour of an audience, or to strengthen its beliefs" (Halmari & Virtanen, 2005 as in Vesela, 2021), while emotion is involved to convince the audience.

The politicians themselves usually implement this type of language at the time public speech, campaigns, or political debate is undertaken to attract the society's attention and to gain votes. In United States, politics has always connected with persuasion and persuasion played an increasing role lately in American presidential election (Dillard & Shen, 2013 as cited in Vesela, 2021). Moreover, political discourse can also be filled with pleasant

or extraordinary words and unfortunately, the existing reality is sometimes less in-line with the utterances said by politicians. Therefore, the language used is mostly persuasive, vague, and tend to be less in-accordance with the reality.

In relation to the statement of the term of politician, George Orwell (1986) stated that political language is "designed to make lies sound truthful and murder respectable, and to give an appearance of solidity to pure wind". Moreover, Orwell declared that political language became a tool in which politicians shape and use for their own purposes. The most common term for this type of language is doublespeak. One of the definitions of doublespeak was proposed by William Lutz (1990) in which he stated,

> "doublespeak is language which pretends to communicate but really does not. It is language which makes the bad seem good, something negative appear positive, something unpleasant appear attractive, or at least tolerable. It is language which avoids or shifts responsibility; language which is at variance with its real and its purported meaning; language which conceals or presents thought."

The writer can infer that doublespeak is a type of language that obscures or distorts the meaning of words. It disguises the nature of the truth. Moreover, doublespeak can also refer to intentional ambiguity in language. This type of language is usually associated with advertising, comedy, and mostly political discourse; for instance, one can say *big boned* instead of *fat* or prefer using the word *conflict* rather than *war*. All these words are used to avoid distasteful reality and they can be categorized as the

first type of doublespeak, i.e., euphemism. Meanwhile, the three other types of doublespeak are jargon, gobbledygook, and inflated language, so at least there are four kinds (Lutz, 1989).

In addition, it is important to distinguish the difference between lying and doublespeak. Winter (1982) stated that doublespeak is "the intentional use of euphemisms, synonyms, jargon, and vagueness which pretends to communicate but it really does not, or which implies the opposite of what it would appear to be communicating". Although doublespeak is not always considered as a bad language, the use of it certainly brings downside, namely making people can simply lie without actually lying.

A newest example of doublespeak in political world can be found in Vladimir Putin's speech. He used the word *peacekeeping mission* to label his acts of war towards Ukraine. Peacekeeping itself has meaning as an effort to assist countries navigating the difficult path from conflict to peace. Putin claims that he wanted peace, but the reality was he sent military troops to invade several Ukraine regions. When he says *I want peace,* it means *I'm gathering my troops to kill you,* because that was what happened in real life. The use of doublespeak in here was to obscure the facts in which Putin tried to make the world believe that his action is a form of peace. Another example comes from a politician in the writer's city. Danny Pomanto (2021), the major of Makassar, said that *"hampir semua ada genangan yang cukup tinggi. Kenapa saya katakan genangan? Bukan banjir. Karena ini*

lebih pada pengaruh rob atau air laut tinggi,” (almost all of the area has quite high puddle. Why do I say puddle? It is not flooding. Because this is more the effect of high sea water). He implicated that it was not flood, it was just puddle. He obviously used doublespeak to avoid distasteful reality since he used the word *puddle* instead of *flood*. This word is not proper to use because in reality, flood was the fact. For people who did not check the fact first, they might would experience misleading and get deceived. These cases make the writer realize that doublespeak is getting commonly relevant with this modern era.

Based on the explanation above, it can be stated that language can be abused. Apart from communicating, language is used to confuse, obscure, and mislead the reality. Language is so powerful in which people can utilize it to shape public opinion and influence many people, especially politicians. Edward Shapir (1929) even said that "language is a guide to 'social reality'". Moreover, Lutz (1989) supported the idea by saying "if language can be used to control minds, then those who control language can control minds and ultimately control society". It is essential to know what someone is trying to say indirectly in the statements. Therefore, people must be aware of the speaker's intention, specifically when they use doublespeak in their statements for not being manipulated by their words.

Additionally, people live in the era of mass communication in which information or message can reach large audiences. These audiences include teenagers, young students, and adults who encounter cases of doublespeak

in their day-to-day life. E-mail advertisements, loan applications, and political speeches are all examples of language that needs to be addressed with a critical mind. Hence, one's critical thinking in receiving information is needed in order to comprehend what other people really mean with their words and avoid to be deceived by others.

One of utterances that contains doublespeak found in this study was produced by Donald Trump in which he stated *and now I recovered. 99.9 of young people recover. **99% of people recover.*** This case refers to corona virus issue. It demonstrates doublespeak since Donald Trump overstated and made his words sound extraordinary. He preferred to use **99%** instead of **many**, which does not make sense because at the time presidential debate was held, the recovery of corona virus in United States was not that high. This case can be categorized as the fourth type of doublespeak, namely inflated language. Another example is when Joe Biden said *I'm going to send to the United States Congress a pathway to citizenship for over 11 million **undocumented people.*** He used **undocumented people** instead of **illegal immigrant** in order to make it sounds less distasteful and to turn the issue to be seem easier to be overcome by him. This is the first type of doublespeak, namely euphemism.

Based on what have been stated above, the writer decided to examine the existence of doublespeak in presidential debate between Donald Trump and Joe Biden to denote more examples and comprehension regarding this type of language. Since the use of doublespeak is to make

words sound extraordinary, pleasant, and to distort the reality or facts, it is the politicians who have strong reason to implement doublespeak. Hence, presidential debate between Donald Trump and Joe Biden is a great object to be analyzed.

B. Statement of the Problem

Language can be used to make something sound extraordinary, pleasant, and distort the facts. This type of language is called 'doublespeak' in which is getting relevant today and mostly used by politicians. Although it has ability to make the reality sounds more positive and tolerable, doublespeak also has its disadvantage, namely can deceiving people sometimes. Hence, the writer has intention to denotes more examples regarding this kind of language by analyzing doublespeak found in presidential debate between Donald Trump and Joe Biden since it is politician who has strong reason to employ such a language. Through this way, people might can become better-informed citizen and truly know what people, especially politicians really mean with their words.

C. Scope of Problem

In the light of the statement of the probem above, this research simply aims to investigate doublespeak found in political discourse, specifically in presidential debate between Donald Trump and Joe Biden. Using William Lutz's theory, the writer will focus on four types of doublespeak and the most dominant type of doublespeak produced in the debate.

D. Research Question

There are three research problems formulated based on the research background as follows:

1. What are the types of doublespeak found in presidential debate between Donald Trump and Joe Biden?

2. What was the most dominant type of doublespeak found in presidential debate between Donald Trump and Joe Biden?

E. Research Objectives

Referring to the research questions presented before, this research is conducted to achieve two objectives, namely:

1. To describe the types of doublespeak found in presidential debate between Donald Trump and Joe Biden.

2. To identify the most dominant type found in presidential debate between Donald Trump and Joe Biden.

F. Significances of the Study

The results of this research are expected to deliver new insights to some parties, which are briefly elaborated as follows.

1. Theoretically

a. This research can be beneficial for those language learners who are interested in developing their knowledges about language; doublespeak theory and the characteristics of politician language in particular.

b. The writer hopes the findings of this research can enlighten the readers as citizens of a nation about the importance of being critical in receiving information, especially if it involves political discourse.

2. Practically

a. There are still limited numbers of research regarding doublespeak. Thus, the writer expects to make a reference for future researchers to assist in developing the doublespeak or politician language study.

b. The writer expects the results of this research can encourage teachers to notice doublespeak, which can be a material to introduce their students regarding critical thinking in understanding the meaning of one's utterance.

G. Operational Definition

To avoid vague notions in perceiving the key terms of this research, the writer provides the definitions of particular terms used along the discussion of this paper as follows.

1. Doublespeak

Doublespeak is a language that "makes the bad seem good, the negative appears positive, the unpleasant appear attractive or at least tolerable" (Lutz, 1989). It means language is used to avoid awful reality, thereby can distort the reality and mislead the audiences sometimes. There are four categories of doublespeak applied for the classification

of this research according to William Lutz (1989); they are euphemism, jargon, gobbledygook, and inflated language. The analysis of doublespeak in this research will be conducted by sorting the data into those four types.

2. Presidential debate

Presidential debate has become a customary event in United States election. It refers as a public debate held during a general election campaign, where the candidates usually expose their political opinions and public policy proposals to audiences or potential voters. Candidate debates are not constitutionally mandated, but they are now considered an intrinsic part of the election process.

In United States, presidential election debates take place every four years before each presidential election. Presidential debate is normally broadcast live on radio, television and Internet. The events may be organized by media corporations or non-government organizations. This kind of debate is considered giving impacts to voters in deciding their choices.

CHAPTER II

LITERATURE REVIEW

A. Previous Related Study

Language apparently can be abused. In order to create comfortable environment or avoid taboo things and distasteful reality, people decide to employ such a soft and positive language. Moreover, people can also make ordinary words sound grandiose in communicating. As a result, these words bring a downside, namely can mislead the audience since the expression used is less in-line with the reality. This type of language can be called doublespeak. It is the distortion, changing or switching of words to make unpleasant, tricky or otherwise negative situation not sound as awful. The writer took doublespeak as the bases in undertaking this research and there were several relevant previous studies that assisted the writer.

There were several researchers who conducted similar research. Firstly, Minin-White (2017) conducted a Master thesis entitled *Political Speech, Doublespeak, and Critical-Thinking Skills in American Education*. Her research focused on examining doublespeak found in American political discourse with research question: what patterns of doublespeak characterize selected discourse samples of the two most recent US presidents (Barack Obama and Donald Trump)? Her research applied qualitative and quantitative method to identify and analyze cases of doublespeak in political speeches. The quantitative analysis of data used to uncover the relationships between misleading speech patterns and the

speakers' specific political discourse. Meanwhile, the qualitative approach was needed to analyze transcripts of speeches and interpret the numerical information provided. The data were two speeches and two debates for each of the speakers in the form of transcripts. The findings of her research demonstrated President Obama's use of doublespeak was dominated by association, followed by exaggeration and labeling while President Trump's use of doublespeak, on the other hand, was dominated by exaggeration, followed by repetition and diversion. It reflected that doublespeak is inherent to political discourse.

The second point was a dissertation composed by Purbadi (2021) entitled Doublespeak by Euphemism in Mike Pence Interview at "Politico Playbook Live". The research was undertaken to identify utterances that contain the euphemism kind of doublespeak and to expose how those utterances are able to sway thought of other people using doublespeak theory of Lutz (1991) and further analyzed with types of euphemism by upgrades, downgrades, deception and obfuscation theory of Allan (2012) which are: circumlocution, understatement and overstatement. The research used descriptive qualitative method and the result founded that there are twenty-eight utterances containing the euphemism kind of doublespeak constructed using circumlocution (nine occurrences), understatement (nine occurrences) and overstatement (ten occurrences).

The next study was proposed by Sutantri (2018) entitled *"Doublespeak in La La Land Movie"* in which concerned about

doublespeak found in La La Land movie. Her study investigates the application of William Lutz's theory and attempts to answer the three formulations of the problem, namely: (1) what kinds of doublespeak are used in *La La Land* movie, (2) what was the most dominant kinds used in *La La land* movie, and (3) why did the most dominant kinds of doublespeak occur in *La La Land* movie. Her study uses a descriptive qualitative method to analyze the data in form of transcript containing doublespeak expression used in the movie "La La Land". Later the analyzing of the data started from watching the movie "La La Land" and also reading the script and then selecting and marking the utterances or any expressions that can be identified as doublespeak. The result shown in the movie "La La Land" used four kinds of doublespeak: (1) Euphemism, (2) Jargon, (3) Gobbledygook, and (4) Inflated Language. She found the dominant kinds of doublespeak is Euphemism 17 (47.22%). Euphemism came out as the most dominant kind of doublespeak because the environment in the story affects and requires its character to use a more formal language, especially environment where Mia and Sebastian live.

The next one was a dissertation composed by Reich (2013) entitled *"Doublespeak in Televised Political Debates"*. His research aimed to find the use of doublespeak in televised political debates in United States before and after the event of September 11, 2001 in the years 2000, 2004, and 2008. The objective of his research was to find out whether there are any differences between the use of doublespeak by Republican and Democratic

presidential candidates in those particular election years, and also to try to uncover what effects the use of such language might have on the thought and political opinions of the electorate. The data were in the form of videos taken from *debate.org*. His research indicates that Republican candidates used lexical doublespeak more frequently than Democratic candidates in all three analyzed periods. Moreover, the effect of doublespeak on the electorate is to manipulate people's perception of reality and hence influence their political opinions.

Studies above have distinct features with this research. First, the object of one of the studies was a movie, while the writer certainly used different object, which was the transcript of presidential debate between Donald Trump and Joe Biden to denote more examples regarding the use of doublespeak in political domain. Moreover, another study only focused on examining one type of doublespeak. In the other hand, this research analyzed fourth kinds of doublespeak based on William Lutz theory. Therefore, this research aims to provide more information regarding doublespeak, especially in political domain. It could help one to understand about the concept of doublespeak and be more critical toward politicians' utterances since the study of this is really limited.

B. Theoretical Review

Theoretical review was presented in order to make a clear concept that will be applied in this study. It is useful for analyzing the data that are related to the topic by using the terms of related theories. Many theories are

approached on this study, but the theory of doublespeak by William Lutz was chosen to accomplish this study.

1. Semantics

Semantics is one of linguistics branches. It is fundamentally a study about meaning. There are some linguists who define about semantics. First, Yule (2010) stated that the term semantics is a science that study the meaning of words, phrases, and sentences. It does not only study about concrete things in this world, but also abstract one. Second, Hurford *et al.* (2007) gives the same definition that semantics is the study of meaning in language.

Bäuerle *et al.* (1979) demonstrated in his book titled *Semantic from Different Point of View* that the word "semantic" refers to a quite particular theory of meaning. This theory considers language consisting of special (structured) objects, which become meaningful by their being related to certain another subject speaks in the world. Among these other subjects, we have to imagine such abstract objects as function, especially truth function.

Then, John declared semantics is the study of meaning communicated through language. One of the insights of modern linguistics is that a speaker of a language has different types of linguistic knowledge, for instance; how to pronounce a word, how to construct sentence, and about the meaning of words.

As a word, semantics was first introduced by Michel Breal, a French philologist in 1883, and can be used to denote how words can have various meanings for different people, depends on their experiential and emotional backgrounds. Therefore, based on what have been stated, it can be concluded that semantics is a branch of linguistics that studies about the meaning and language.

2. **Meaning**

Doublespeak is associated with meaning since it involves messages that a politician intends to deliver and the mental image that the public or the society have on their mind when they listen the utterances produced by politicians. In semantics and pragmatics, meaning can be defined as idea of a person intends to express or to convey by words, sentences, and symbols in a context. Meaning is something that exist in the mind rather than the words so that it must be more abstract than pictures of features. Meaning can be divided into seven types (Leech, 1981 as cited in Zdravkovic, 2018). The seven types elaborated as follows.

1.) Conceptual meaning

Conceptual meaning is sometimes called denotative meaning or cognitive meaning, it is widely assumed to be the central factor in linguistic communication. It is also considered as primary meaning, that is the meaning suggested by the word when it used alone. It is the first meaning or usage which a word will suggest to most people

when the word is said in isolation. it is the meaning learned early in life and likely to have reference to a physical situation is non-essential.

2.) Connotative meaning

Leech (1981) stated that "connotative meaning is the communicative value an expression has by virtue of what it refers to, over and above its purely conceptual content." It is something that goes beyond mere referent of a word and hints at its attributes in the real world. For example, blue is a color, but it is also a word used to describe a feeling of sadness, as in: "She's feeling blue." Connotations can be either positive, negative, or neutral.

3.) Social meaning

Stylistic meaning is that which a piece of language conveys about the social circumstances of its issue. Social meaning is related to the situation which an utterance is used, it is concerned with the social circumstances of the use of a linguistic expression. For example, some dialectic words inform us about the regional and social background of the speaker. When we listen to the Javanese speaking, we can quest directly that a speaker is a Javanese. We know that through the style which is used the Javanese generally. The sound lower than other language and there are so much words choice that have to be used in proper situation and proper hearer.

4.) Affective or emotive meaning

Affective meaning refers to emotive association or effect of words evoked in the reader, listener. It is what is carried about the personal feeling or attitude to the listener. For Leech, affective meaning stands to what is convey about the feeling and attitude of the speaker through use of language (attitude to listener as well as attitude to what someone is saying).

5.) Reflected meaning

Reflected meaning is a phenomenon whereby a single word or phrase is associated with more than one sense or meaning. Leech (1981) defined it as "the meaning which arises in cases of multiple conceptual meaning when one sense of a word forms part of our response to another sense… One sense of a word seems to 'rub off' on another sense". Furthermore, he exemplifies the statement above in the cases of *The Comforter* and *The Holy Ghost* where, although both terms refer to the third element in the Holy Trinity, there are certain semantic differences between those two expressions. Thereby is *The Comforter* described by Leech as something "warm and comforting" while *The Holy Ghost* he perceives as "awesome".

6.) Collocative meaning

Collocative meaning consist of the associations a word acquires on account of the meaning of words which tend to occur in its environment. Words collocate or co-occur with certain words only; for example, *pretty* and *handsome* share common ground in

the meaning good looking, but may be distinguished by the range of nouns with which they are likely to co-occur. However, they little different from each other because of collocation or co-occurrence. The word *pretty* collocates with girls, woman, village, gardens, flowers, and etc. *Handsom*e collocates with boy, man, car, vessel, overcoat, and etc.

7.) Thematic meaning

This is the final category of meaning, thematic meaning is the meaning that is communicated by the way in which the speaker or writer organizes the message, in terms of ordering, focus, and emphasis. It is often felt an active sentence such as (1) below has a different meaning from its passive equivalent (2) although in conceptual content they seem to be the same.

1.   Mrs. Bessie Smith donated the first prize.

2.   The first prize was donated by Mrs. Bessie Smith

We can assume that the active sentence answers an implicit question *"what did Mrs. Bessie Smith donate?",* while the passive sentence answered the implicit question *"who donates the first prize?"*, that in other words (1) in contrast to (2) suggest that we know who Mrs. Bessie Smith.

3. Political language

Language is an essential component for politicians in reaching their goals since through language, they can influence many people with their extraordinary, emotive, and persuasive communication. Basically, language has certain functions that are used according to the needs of a person, namely as a tool for self-expression, as a means to communicate, as a tool to organize and adapt to social integration in the environment or circumstances, and as a tool for social control (Keraf, 1997). Through language, people try to communicate clearly or share what is on their mind so other people could be able to understand their desires or wills.

However, the characteristics of politician language are quite different. The language used is mostly persuasive, vague, and tend to be less in-accordance with the reality. Strauss (1986, as cited in Gruber, 1993) supported this statement by considering language vagueness occurs most often in the area of political discourse, in which politicians communicate directly with public in order to convince them of their programs or ideas.

George Orwell in his essay *Politics and the English Language* written in 1986, stated that political language is "designed to make lies sound truthful and murder respectable…". Orwell argued that political language is full of euphemism and vagueness, especially when used to talk about negative events that cannot be conveyed to public in such a negative raw way. He said:

In our time, political speech and writing are largely the defense of the indefensible. Things like the continuance of British rule in India, the Russian purges and deportations, the dropping of the atom bombs on Japan, can indeed be defended, but only by arguments which are too brutal for most people to face, and which do not square with the professed aims of political parties. Thus, political language has to consist largely of euphemism, question-begging and sheer cloudy vagueness.

This characteristic of language obviously can emerge misleading to public since it is less in-line with the facts or realities, for example the military expression *collateral damage* is used instead of civilian deaths and injuries. Additionally, Orwell concludes the essay by suggesting that these imperfections should be removed from language by reducing the use of metaphors, similes or other figures of speech, preferring short words to long words, leaving out unnecessary words, preferring the use of active voice to passive voice, and avoiding unnecessary foreign phrases, scientific words and jargon.

Moreover, Etheredge (1976) argued that political language is filled with vagueness and divided the nature or the characteristics of political language into five parts as mentioned below.

1. Inadequate Intelligence

2. Inadequate Training

3. Ambition (narcissistic personality disorder)

4. Political language is vague because it is a defense against separation anxiety

5. Political language is vague because it is a cognitive adaptation

4. Doublespeak

4.1 Definition

Doublespeak can be defined as language that obscures the meaning of words. It is the distortion, changing or switching of words to make unpleasant, tricky or otherwise negative situation not sound as awful. Since it disguises the nature of the truth, doublespeak can mislead the hearer. Moreover, doublespeak can also refer to intentional ambiguity in language. This type of language is usually associated with advertising, comedy, and mostly political discourse; for instance, one can say *big boned* instead of *fat* or prefer to use the word *conflict* rather than *war*. All of these words are used to avoid distasteful reality and they can be categorized as the first type of doublespeak, i.e., euphemism. Meanwhile, the three other types of doublespeak are jargon, gobbledygook, and inflated language, so at least there are four kinds (Lutz, 1989).

One of the most widely recognized and accepted definitions of doublespeak comes from William Lutz:

Doublespeak is language which pretends to communicate but really does not. It is language which makes the bad seem good,

something negative appear positive, and something unpleasant appear attractive, or at least tolerable. It is language which avoids or shifts responsibility, language which is at variance with its real meaning. It is language which conceals or prevents thought. Doublespeak is language which does not extend thought but limits it (Lutz, 1989, p. 67).

In addition, it is important to distinguish the difference between lying and doublespeak. Winter (1982:18) argues that doublespeak is "the intentional use of euphemisms, synonyms, jargon, and vagueness which pretends to communicate but really does not, or which implies the opposite of what it would appear to be communicating". Although doublespeak is not always considered as a bad language, the use of it certainly brings downside, namely making people can simply lie without actually lying.

4.2 Types

The writer used William Lutz's theory in classifying doublespeak found in presidential debate between Donald Trump and Joe Biden. Those are elaborated briefly as follows.

1. Euphemism

These expressions or words are designed to avoid a painful reality. There are circumstances in which euphemisms are used to show sensitivity toward or solidarity with another person during a difficult time. For example, if a friend or relative of the listener had died, we might say that they *passed away* instead of

dead. Another example, one can say *big boned* instead of *fat* or prefer using the word *conflict* rather than *war*.

According to Lutz (1989), euphemisms can be considered doublespeak, according to Lutz, when they are not used just because of sensitivity for people's feelings or because it is a social or cultural taboo to use the expression itself, but when they are used with the purpose of misleading or covering up something unpleasant; or simply when they are used to alter our perception of reality (1989: 2-3). For example, Lutz stated that in 1984, the U.S. State Department decided to substitute "unlawful or arbitrary deprivation of life" for "killing", claiming that the wording would be more accurate. In this case, the wording is considered a case of doublespeak because the government tries to desensitize and cover up the unpleasant situation (Gibson and Lutz, 1991).

2. **Jargon**

A second kind of doublespeak is jargon, the specialized language of a trade, profession, or similar group, such as that used by doctors, lawyers, engineers, educators, or car mechanics. Jargon can serve an important and useful function. Within a group, jargon functions as a kind of verbal shorthand that allows members of the group to communicate with each other clearly, efficiently, and quickly. Indeed, it is a mark of

membership in the group to be able to use and understand the group's jargon.

But jargon, like the euphemism, can also be doublespeak. It is usually used to give the speaker prestige, authority, and to make him/her look educated. In this sense it is used not to express but impress. Lawyers, for example, speak of an *involuntary conversion* of property when discussing the loss or destruction of property thought theft, accident, or condemnation. If your house burns down or if your car is stolen, you have suffered an involuntary conversion of your property. When used by lawyers in a legal situation, such jargon is a legitimate use of language, since lawyers can be expected to understand the term. However, when a member of a specialized uses its jargon to communicate with a person outside the group, and uses it knowing that the non-member does not understand such language, then there is doublespeak.

3. **Gobbledygook**

Gobbledygook is unintelligible nonsense, often a bunch of big words that one cannot comprehend. For example, the mechanic might try to explain what is wrong with your car, but to you it just sounds like gobbledygook. In doublespeak case, gobbledygook or also called bureaucratese is defined by Lutz as the effort to overwhelm the audience with words. They are words

assembled in order to sound impressive and the bigger the words and the longer the sentences the better. The intention may be to give an impression of authority or expertise, to confuse the audience, or to simply hide the truth. It could also be an attempt to conceal the speaker's lack of knowledge. However, as Lutz points out, when it is later looked at more closely, the sentences usually do not make much sense.

4. **Inflated language**

The fourth or the last type is inflated language. Inflated language is designed to make the ordinary seem extraordinary; to make everyday things seem impressive; to give an air of importance to people, situations, or things that would not normally be considered important; to make the simple seem complex. Often this kind of doublespeak is not hard to spot, and it is usually pretty funny; for example, *used cars* are *experienced cars*, *unemployed* changed into *inactive financially*.

Claridge (2010) also suggested that exaggeration of situations, courses of action and goals may emphasize certain aspects of reality and make them seem more important while ignoring other aspects. This strategy may help the speaker defend his or her point of view or criticize the policies carried out by the opposition. The use of extreme adjectives like

"exorbitant", "terrible", or "huge" may indicate inflated statements.

5. Donald Trump

Donald Trump was the 45th president of United States from 2017 to 2021. Before becoming president, he was an American real estate magnate, television personality, and an author. In 1986, he earned a Bachelor's Degree in Economics from the Wharton School of Finance, University of Pennsylvania. Moreover, Trump's political positions have been described as populist, protectionist, isolationist, and nationalist. He won the 2016 United States presidential election as the Republican nominee against Democratic nominee Hillary Clinton while losing the popular vote. In U.S presidential election 2020, Trump run again as a candidate against Joe Biden.

6. Joe Biden

Joe Biden was the Democratic Party's presidential candidate for the US election in 2020 and has served as the Vice President under Barack Obama's presidency for two terms. Currently, he is the 46th president of United States. Before that, Biden was re-elected six times to the US senate and was the fourth-most senior senator when he resigned after winning the vice presidency. In 1968, Biden graduates from Syracuse University College of

Law. With Kamala Harris as his partner, Joe Biden won the US

election 2020 against Donald Trump.