

APPENDICES

Euphemism

1. “Our coalition enforced these international demands in one of the *swiftest and most humane military campaigns* in history.”
2. “In Iraq, we are *helping* the long suffering people of that country to build a decent and democratic society at the center of the Middle East. Together we are transforming a place of torture chambers and mass graves into a nation of laws and free institutions.”
3. “We are *taking direct action* against the terrorists in the Iraqi theater, which is the surest way to prevent future attacks on coalition forces and the Iraqi people.”
4. “..., five months after we *liberated* Iraq, a collection of killers ...”
5. “Before the day of horror can come, before it is too late to act, this danger will be *removed*.”
6. “Now, as before, we will *secure* our nation, *protect* our freedom and *help* others to find freedom of their own.”
7. “The United States, with other countries, will *work to advance liberty and peace* in that region.”
8. “Our strategy to defend ourselves and *spread freedom* is working.”

9. "Yet it was right to *remove* Saddam Hussein from power."
10. "And I have faith in *the transforming power of freedom*."
11. "...- and my nation is grateful to all that participated in *the liberation of Afghanistan*."
12. "G-8 countries will train 75,000 *peacekeepers* -"

Inflated Language

1. "The Middle East will either become *a place of progress and peace*..."
2. In some Bush's administration speech hit list, he often uses a phrase '*axis of evil*' (countries to be attacked) when he describes about Iran, North Korea, Syria, Cuba, and Venezuela.
3. "...possessed and used *weapons of mass destruction*,..."
4. "In Iraq, we are helping the long suffering people of that country to build a decent and democratic society at the center of the Middle East. Together we are *transforming a place of torture chambers and mass graves into a nation of laws and free institutions*."
5. "I have expressed confidence in the ability of the Iraqi people to govern themselves. Now they must rise to the responsibilities of a *free* people and secure the blessings of their own *liberty*."
6. "Iraq's weapons of mass destruction are controlled by *a murderous tyrant* who has already used chemical weapons to kill thousands of people".
7. "..., including longstanding ethnic and religious tensions, and the legacy of *brutal repression*."
8. "They are led by a *brutal terrorist* named Zarqawi."

9. "... they have no intention of returning to *the days of tyranny and terror*."
10. "*Enemies of freedom* are making a desperate stand there – and there they must be defeated."
11. "..., five months after we liberated Iraq, a *collection of killers* is desperately trying to undermine Iraq's progress and throw the country into chaos."
12. "For the Middle East and the world, there will be no going back to the days of fear, when a *brutal and aggressive tyrant* possessed terrible weapons."
13. "..., or it (the Middle East) will be an *exporter of violence and terror* that takes more lives in America and in other free nations."
14. "In 1991, Security Council Resolution 688 demanded that the Iraqi regime cease at once the repression of its own people, including *the systematic repression of minorities...*"
15. "We will tear down *the apparatus of terror* and ... "
16. "About the link between Iraq developing *weapons of terror* and the wider war on terror."
17. "Over the years these extremists have used a *litany of excuses for violence* - ..."
18. "It arises directly from the Iraqi regime's own actions, its history of aggression and its drive toward an *arsenal of terror*."
19. "Saddam Hussein is harboring terrorist and the instrument of terror, *the instruments of mass death and destruction*."
20. "People everywhere prefer freedom to slavery, prosperity to squalor, self-government to *the rule of terror and torture*."
21. "We are removing a *source of violence and instability* – and ..."

22. “So, they are waging a *campaign of murder and destruction*.”
23. “The rise of freedom in this vital region will eliminate the conditions that feed *radicalism and ideologies of murder* – and make our Nation safer.”
24. “... - to demoralize free nations to drive us out of the Middle East to spread an *empire of fear* across that region and to wage a perpetual war against America and our friend.”
25. “..., the United States and our allies will help the Iraqi people rebuild their economy and create *the institution of liberty* in a unified Iraq at peace with its neighbors.”
26. “The situation in Iraq is still tense, and we’re still seeing *acts of sectarian violence and reprisal*.”
27. “... and negotiating with their own countrymen helped defuse a potential confrontation and prevented *an escalation of violence*.”
28. “These terrorists know they cannot defeat us militarily, so they have turned to *the weapon of fear*.”
29. “We know that free peoples embrace progress and life, instead of becoming *the recruits for murderous ideologies*.”
30. “These rights are advancing across the world – and across the world, *the enemies of human rights* are responding with violence.”
31. “*For the sake of all humanity*, things must change in the Middle East”.
32. “Our servicemen and women, our coalition allies, have faced many dangers in the hunt for members of the former regime, and in their effort to bring *hope and freedom* to the Iraqi people”.

33. “Before *the day of horror* can come, before it is too late to act, this danger will be removed.”

Jargon

1. “Ten thousands of political opponents and ordinary citizens have been subjected to *arbitrary arrest and imprisonment, ...*”
2. “Saddam Hussein is a *homicidal dictator* who is addicted to weapons of mass destruction.”
3. “And now the terrorist think they can make America run in Iraq, and that is not going to happen so long as I’m *the Commander-in-Chief*.”

APPENDICES

Euphemism

No.	Statements with Doublespeak	The Real Meaning/Reality	Hidden Purpose
1.	“Our coalition enforced these international demands in one of the swiftest and <i>most humane military campaigns</i> in history.”	The most humane military campaigns → the sadistic military operation	To defend himself and his action of the invasion to Iraq.
2.	“In Iraq, we are <i>helping</i> the long suffering people of that country to build a decent and democratic society at the center of the Middle East. Together we are transforming a place of torture chambers and mass graves into a nation of laws and free institutions.”	Help → creating new sorrow for Iraqi people	To defend his invasion in the Middle East.
3.	“We are <i>taking direct action</i> against the terrorists in the Iraqi theater, which is the surest way to prevent future attacks on coalition forces and the Iraqi people.”	Taking direct action → to attack Iraq	To avoid that he actually attacks Iraq through his invasion.
4.	“..., five months after we <i>liberated</i> Iraq, a collection of killers ...”	‘Liberate’ → associate it with freedom and release. (Until today there is still no peace in Iraq)	To justify his invasion of Iraq
5.	“Before the day of horror can come, before it is too late to act, this danger will be <i>removed</i> .”	remove the danger → war	Bush wants to avoid the panic-stricken situation caused by the plan to wage war.
6.	“Now, as before, we will <i>secure</i> our nation, <i>protect</i> our freedom and	secure, protect and help → ‘war’ and ‘invasion’	Bush wants to get a heroic impression.

	<i>help</i> others to find freedom of their own.”		
7.	“The United States, with other countries, will <i>work to advance liberty and peace</i> in that region.”	work to advance liberty and peace → war	To shatter his great image as a world hero who delivers liberty and brings peace to Iraq.
8.	“Our strategy to defend ourselves and <i>spread freedom</i> is working.”	spread freedom → antonym of war	To maintain his good image as the leader who tries to deliver the freedom in Iraq.
9.	“Yet it was right to <i>remove</i> Saddam Hussein from power.”	remove → invade or war	To keep his good image as a person who brings the freedom.
10.	“And I have faith in <i>the transforming power of freedom</i> .”	the transforming power of freedom → invasion	To keep his image as the person who transforms Iraq from the place of terrorism into the place of freedom.
11.	“...- and my nation is grateful to all that participated in <i>the liberation of Afghanistan</i> .”	the liberation of Afghanistan → the military aggression of Afghanistan	To keep his good image in front of his audience and to convince his audience that he is the leader who has brought the liberty to Afghanistan.
12.	“G-8 countries will train 75,000 <i>peacekeepers</i> -”	peacekeepers → Army, Navy, Air Force, and Marines	To describe his invasion as the peace-spreading action. Indirectly, he wants to justify his invasion.

Inflated Language

No.	Statements with Doublespeak	The Real Meaning\Reality	Hidden Purpose
1.	“The Middle East will either become <i>a place of progress and peace...</i> ”	A place of progress → place of war	To defend his invasion in the Middle East in general and in Iraq in particular and to describe himself as a hero who has changed the Middle East into ‘the place of development and peace’.
2.	In some Bush’s administration speech hit list, he often uses a phrase ‘ <i>axis of evil</i> ’ (countries to be attacked) when he describes about Iran, North Korea, Syria, Cuba, and Venezuela.	Axis of evil → enemy	To maintain his position as the right one.
3.	“...possessed and used <i>weapons of mass destruction...</i> ”	Weapons of mass destruction → nuclear weapons	To defend his action in Iraq by giving the impression as if Iraq has those kinds of weapons.
4.	“In Iraq, we are helping the long suffering people of that country to build a decent and democratic society at the center of the Middle East. Together we are <i>transforming a place of torture chambers and mass graves into a nation of laws and free institutions.</i> ”	Transforming a place of torture chambers and mass graves into a nation of laws and free institutions → transforming Iraq into a nation of war.	To defend his invasion.
5.	“I have expressed confidence in the ability of the Iraqi people to	They must rise to the responsibilities of a free	To convince Americans that, should the

	govern themselves. Now they must rise to the responsibilities of a <i>free</i> people and secure the blessings of their own <i>liberty</i> .”	people and secure the blessings of their own liberty → Bush does not responsible for the development of Iraq	Bush Administration’s policy fail, it will be the fault of the Iraqis themselves, not the government that invaded and occupied them.
6.	“Iraq's weapons of mass destruction are controlled by a <i>murderous tyrant</i> who has already used chemical weapons to kill thousands of people”.	A murderous tyrant → Saddam Hussein	To show the bad side of Iraq and to defend his invasion.
7.	“..., including longstanding ethnic and religious tensions, and the legacy of <i>brutal repression</i> .”	Brutal repression → the regime	To justify his invasion of Iraq and to describe that he is the hero who releases Iraq from the ‘brutal repression’ through his invasion.
8.	“They are led by a <i>brutal terrorist</i> named Zarqawi.”	Brutal terrorist → Zarqawi	To justify that his invasion of Iraq is for the sake of Iraq.
9.	“... they have no intention of returning to <i>the days of tyranny and terror</i> .”	The days of tyranny and terror → the regime	To impress his listeners as if he were the hero who has changed the security in Najaf.
10	“ <i>Enemies of freedom</i> are making a desperate stand there – and there they must be defeated.”	Enemies of freedom → the terrorists in Iraq	To defend his invasion.
11.	“..., five months after we liberated Iraq, a <i>collection of killers</i> is	Collection of killers → terrorists	To manipulate the audience and to justify

	desperately trying to undermine Iraq's progress and throw the country into chaos."		his invasion of Iraq
12.	"For the Middle East and the world, there will be no going back to the days of fear, when <i>a brutal and aggressive tyrant</i> possessed terrible weapons."	A brutal and aggressive tyrant → Saddam Hussein's regime	To show the bad side of Saddam's regime.
13.	"..., or it (the Middle East) will be an <i>exporter of violence and terror</i> that takes more lives in America and in other free nations."	Exporter of violence and terror → nest of the terrorists	To impress his audience and to give the impression to his audience as if the Middle East were a place full of terrorists (exporter of violence and terror) as well as to justify his invasion of Iraq is for the sake of Iraq and the Middle East.
14.	"In 1991, Security Council Resolution 688 demanded that the Iraqi regime cease at once the repression of its own people, including <i>the systematic repression of minorities...</i> "	The systematic repression of minorities → the cruelty of minorities	To impress his audience; besides, to show that Saddam's regime is not only cruel toward his own people but it is also cruel toward the minorities in Iraq.
15.	"We will tear down <i>the apparatus of terror</i> and ..."	The apparatus of terror → terrorists	To show that his invasion is to eliminate the apparatus of terror.
16.	"Over the years these extremists have used <i>a litany of excuses for</i>	Litany of excuses for violence → reasons to	To justify his invasion of Iraq that his

	<i>violence - ...</i> ”	do violence	invasion is meant to end the violence towards the civilians.
17.	“About the link between Iraq developing <i>weapons of terror</i> and the wider war on terror.”	Weapons of terror → nuclear weapons	To defend his invasion through his description of the use of nuclear weapons by Iraq in spreading the terror.
18.	“It arises directly from the Iraqi regime’s own actions, its history of aggression and its drive toward an <i>arsenal of terror</i> .”	Arsenal of terror → nest of terror	To describe Iraq as a terrorist country and to impress his audience.
19.	“Saddam Hussein is harboring terrorist and the instrument of terror, <i>the instruments of mass death and destruction</i> .”	The instruments of mass death and destruction → instrument of killing	To show that Saddam is the person who loves to kill and destroy by using nuclear weapons.
20.	“People everywhere prefer freedom to slavery, prosperity to squalor, self-government to <i>the rule of terror and torture</i> .”	The rule of terror and torture → tyrant / dictator	To defend his invasion of Iraq.
21.	“We are removing <i>a source of violence and instability</i> – and ...”	A source of violence and instability → terrorists	To describe himself and America as heroes as if he in the name of America were the one who had freed Iraq from terrorism.
22.	“So, they are waging <i>a campaign of murder and destruction</i> .”	A campaign of murder and destruction → a campaign of terror	To justify his invasion of Iraq.

23.	“The rise of freedom in this vital region will eliminate the conditions that feed <i>radicalism and ideologies of murder</i> – and make our Nation safer.”	Radicalism and ideologies of murder → terror	To defend his invasion of Iraq.
24.	“... - to demoralize free nations to drive us out of the Middle East to spread an <i>empire of fear</i> across that region and to wage a perpetual war against America and our friend.”	Empire of fear → terror	To find supports from his audience through his description of the terrorist in Iraq.
25.	“..., the United States and our allies will help the Iraqi people rebuild their economy and create <i>the institution of liberty</i> in a unified Iraq at peace with its neighbors.”	The institution of liberty → free country	To keep his image as the hero who creates the institution of liberty in Iraq.
26.	“The situation in Iraq is still tense, and we’re still seeing <i>acts of sectarian violence and reprisal</i> .”	Acts of sectarian violence and reprisal → terror	To defend his invasion of Iraq by describing that the terrorists in Iraq have omitted violence and they must be stopped through his invasion.
27.	“... and negotiating with their own countrymen helped defuse a potential confrontation and prevented <i>an escalation of violence</i> .”	An escalation of violence → terror	To show the negative side from the terrorists and to justify his invasion.
28.	“These terrorists know they cannot defeat us militarily, so they have turned to <i>the weapon of fear</i> .”	The weapon of fear → nuclear weapon	To get support from the general public for his invasion of Iraq.
29.	“We know that free peoples embrace progress and life, instead of becoming <i>the recruits for murderous ideologies</i> .”	The recruits for murderous ideologies → terrorists	To defend his invasion to Iraq.

30.	“These rights are advancing across the world – and across the world, <i>the enemies of human rights</i> are responding with violence.”	The enemies of human rights → the terrorists	To describe that his invasion is in the name of the human rights.
31.	<i>For the sake of all humanity</i> , things must change in the Middle East.	For the sake of all humanity → for the sake of American pride and for the sake of Bush himself	To justify his effort (invasion) in changing the situation in Iraq.
32.	Our servicemen and women, our coalition allies, have faced many dangers in the hunt for members of the former regime, and in their effort to bring <i>hope</i> and <i>freedom</i> to the Iraqi people.	Hope and freedom → sorrow and hopelessness	To defend his invasion in Iraq.
33.	Before <i>the day of horror</i> can come, before it is too late to act, this danger will be removed.	The day of horror → terror	To give the strong impression of the terror done by the terrorists.

Jargon

No.	Statements with Doublespeak	The Real Meaning\Reality	Hidden Purpose
1.	“Ten thousands of political opponents and ordinary citizens have been subjected to <i>arbitrary arrest and imprisonment, ...</i> ”	arbitrary arrest and imprisonment → illogical arrest and imprisonment	To impress his listeners instead of express the reality in Iraq.
2.	“Saddam Hussein is a <i>homicidal dictator</i> who is addicted to weapons of mass destruction.”	Homicidal dictator → dictator who often kills people	To defend his invasion
3.	“And now the terrorist think they can make America run in Iraq, and that is not going to happen so long as I’m <i>the Commander-in-Chief</i> .”	the Commander-in-Chief → the highest leader	To emphasize that his position is the highest Chief of the invasion of Iraq.