CHAPTER I

INTRODUCTION

Background of the Study

Language is a system of verbal and non-verbal communication used by humans. The power of language is really enormous, absolute, functional and influential. Through language, we can express our feelings and ideas, helping us to think, to give opinions on certain issues.

Language appears through words and sounds. We can read words in different kinds of medium, such as newspapers, books, posters or magazines. Furthermore, we can listen to somebody's speeches or news on the radio. Language can also be used as an instrument to achieve our goal, namely to influence somebody's concept about something, to create masterpieces in literature, such as poems or novels, and make important statements such as declaration of independence or important speeches.

In the political world, language can be used as an instrument to gain power, trust from the public, or build a good image of someone or something. However, language can be used by politicians as an instrument that leads people to have the wrong perceptions about certain things. Actually, the truth is not as

good as the image they give to the public. In order to achieve their goals, politicians tend to do anything, including the use of doublespeak in their political statements.

According to Webster's dictionary, the use of language with the purpose of deceiving people, hide the bad facts, complicate things, confuse the listeners, create suspicion, saying one thing and meaning another that is what people call Doublespeak.

<http://www.damronplanet.com/doublespeak/whatisdoublespeak.htm>.

The use of doublespeak is inappropriate, because according to Lutz, doublespeak is a method of speech that is intentionally created with clear ideas to pretend to communicate, the purpose is to hide the facts, make people deceived, and misled into unreal facts. (18-19). Furthermore, Doublespeak has turned into something common in our life that many people fail to become aware of it. Even worse, when they do notice doublespeak being used on them, they do not act in response, and they do not complain. (Lutz 19)

According to Professor Emeritus Paul Wasserman, who is an expert in studying Doublespeak, the reason why doublespeak becomes so common in the society is that we survive in the era where people are trying to either cheat or deceive others. It is so persistent as to become intolerable. The societies have become disgustingly irritated with the silly comments they listen to. You feel that other people need you whereas in fact, they just ignore you. They are not paying attention to you as they just care about their own problems. <http://www.newsdesk.umd.edu/culture/2005/Wasserman/main.cfm>.

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To analyze the use of doublespeak in U.S Department of Defense's political statements, I use Pragmatics as the approach. The reason is that Pragmatics deals with the speaker's meaning and the speaker's intention as well as the contextual meaning. I have to know the contextual meaning of the speaker when using doublespeak in his statements and must be aware of the speaker's intention in using doublespeak in his speeches.

My purpose to analyze the use of doublespeak usually used by politicians in their speeches is to find out and identify how the use of doublespeak appears in the political speech because doublespeak is dangerous. It has bad effects on the public and they must be aware of the use of doublespeak in political speeches.

The significance of my study is to make people who listen to or read a politician's speech become more critical. As a result, they will become more aware of the content of the speech delivered by a politician in order to deceive people. It is important for the people to be aware of speeches that contain doublespeak, because if the speeches that they hear and read are misleading, it will mislead their way of thinking and people will fall into falsehood. If people are more aware of the use of doublespeak, they will not only know which issues are the truth and which are merely lies, but also know which politicians are deceptive and which are honest or trustworthy.

I choose speeches made by the Defense Department of the United States, because I want to analyze the use of doublespeak in the U.S military political statements. In my opinion, to analyze the use of doublespeak in the U.S Military political statements is quite challenging. It is because the U.S Department of Defense is known as the one who often uses doublespeak in their political

statements to cover up some facts, avoid the bad image, and try to change it into the good one. Moreover, the U.S Department won the NCTE doublespeak award in 1991, 1993, and 2001. "The NCTE Doublespeak Award, established in 1974 and given by the NCTE Committee on Public Doublespeak, is an ironic tribute to public speakers who have perpetuated language that is grossly deceptive, evasive, euphemistic, confusing, or self-centered." <http://www.ncte.org/about/awards/council/jrnl/106868.htm >.

Statement of the Problem

1. What types of the doublespeak used in the speeches made by the U.S Department of Defense?

2. What does the U.S Department of Defense want the listener to think by using doublespeak in their speeches?

3. What are the actual meanings of doublespeak according to the context in the speeches made by the U.S Department of Defense?

Purpose of the Study

1. To find out the types of doublespeak that are used in the speeches made by U.S Defense Department.

2. To find out what the U.S Defense Department wants the listener to think by using the doublespeak in their speeches.

3. To find out the actual meanings of doublespeak according to the context in the speeches made by the U.S Defense Department.

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Methods of Research

In writing this thesis, I follow some steps. First, I search for the theory of doublespeak in the library and the Internet. Second, I read the theory of doublespeak, and try to understand it. Third, I look for the data to analyze the speeches that are spoken by the U.S Department of Defense. Fourth, I analyze all the data that contain doublespeak, and answer all the statement of the problem. Finally, I write a conclusion based on the discussion of my thesis.

Organization of the Thesis

My thesis is divided into four parts. The first part is Chapter I, which is the Introduction. It consists of Background of the Study, Statement of the Problem, Purpose of the Study, Methods of Research, and Organization of the Thesis. The second part is Chapter II, Theoretical Framework. It contains the theories that I use to analyze my data. The third part is Chapter III, the discussion. It contains the answers to the statement of the problem of my thesis. The fourth part is Chapter IV, the Conclusion. It contains the conclusion of my thesis after analyzing the data. The Bibliography and Appendices follow this last chapter. The Bibliography contains the sources of the data and references while the Appendices contain a list of data that are analyzed in my thesis.