



NEWSPEAK: A STRATEGY OF SOCIAL COMMUNICATION

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Plan of Work

- I Genesis of newspeak
- II Concept of newspeak by George Orwell
- III Why Orwell wrote on Newspeak
- IV The Scope of newspeak
- V Definition of Newspeak
- VI Examples of Newspeak
- VII Relevance of Newspeak in Cameroon

Genesis of Newspeak

- Orwell essay "**Politics and the English Language**".
- Towards the end of this essay, having argued his case, Orwell muses: been devised to meet the ideological needs of English Socialism.

Concept of newspeak by George Orwell

- Newspeak is to remove all shades of **meaning** from language,
- leaving simple **dichotomies** (pleasure and pain, happiness and sadness, goodthink and crimethink) which reinforce the **total dominance of the State**

Why Orwell wrote the book (1984)

Influence on language and writing

Writing

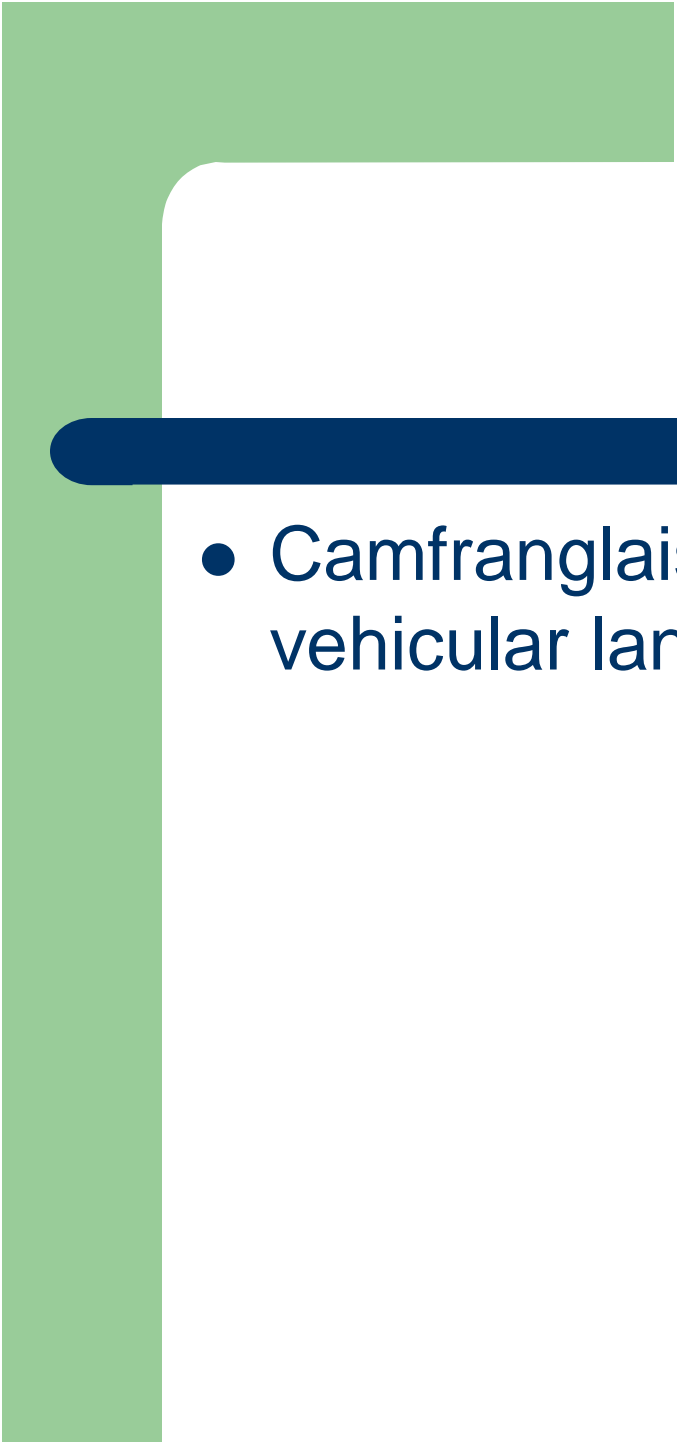

- **Eric Arthur Blair** better known by his pen name **George Orwell**, English author.
- His consciousness of social injustice, an intense opposition to totalitarianism,

Language

- a passion for clarity in language and a belief in democratic socialism.

The scope of newspeak

- A comparison to Newspeak may arguably be seen in political rhetoric, where two opposing sides string together phrases so empty of meaning.
- Newspeak are sometimes advanced when a group tries to replace a word/phrase that is politically unsuitable (e.g. "civilian casualties") or offensive (e.g. "murder") with a politically correct or inoffensive one (e.g. "collateral damage").

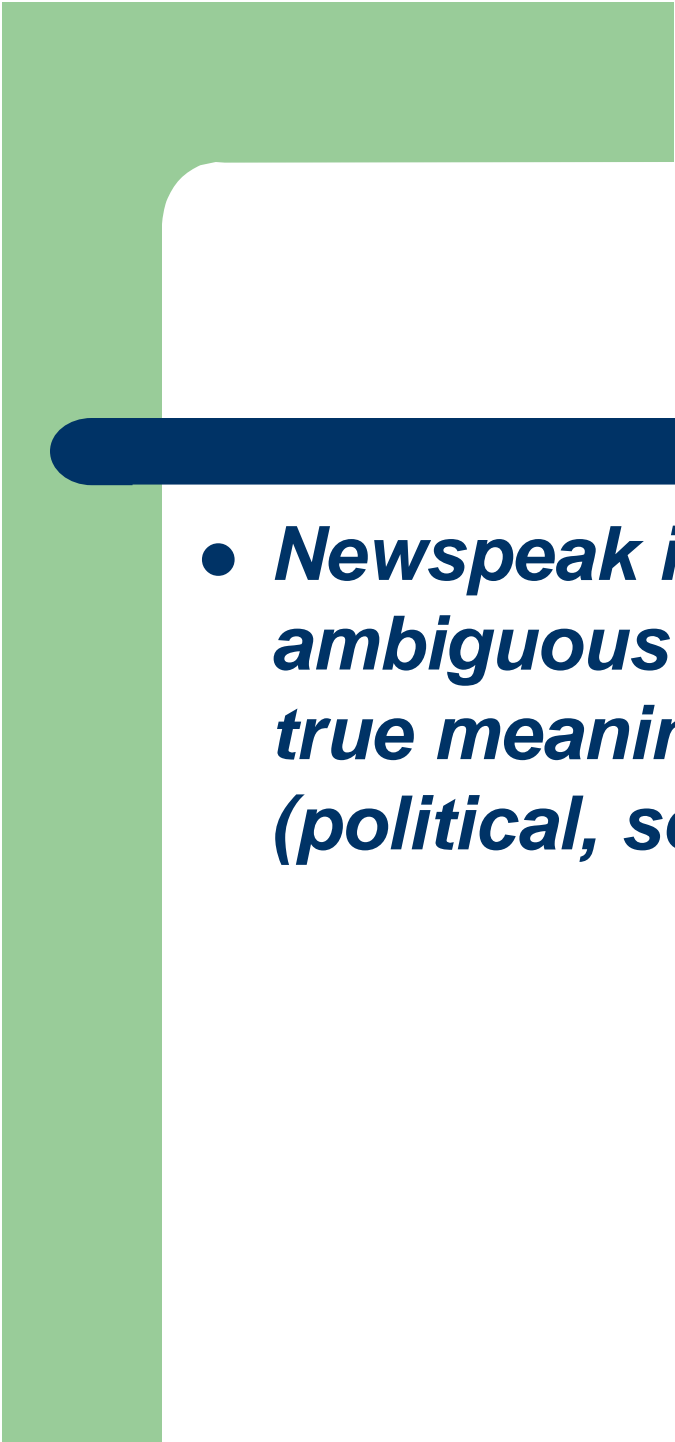

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- Camfranglais: mixture of national, official and vehicular languages.

Definition of newspeak in 1984

- Newspeak is a terminology orchestrated by George Orwell in his book of fiction known as 1984.
- Newspeak in 1984 are words with strong stigma aimed to change social, political and economic thought of the people of England.
- For example the Party's slogan, "War is Peace; Freedom is **Slavery**; Ignorance is Strength."



Other definitions

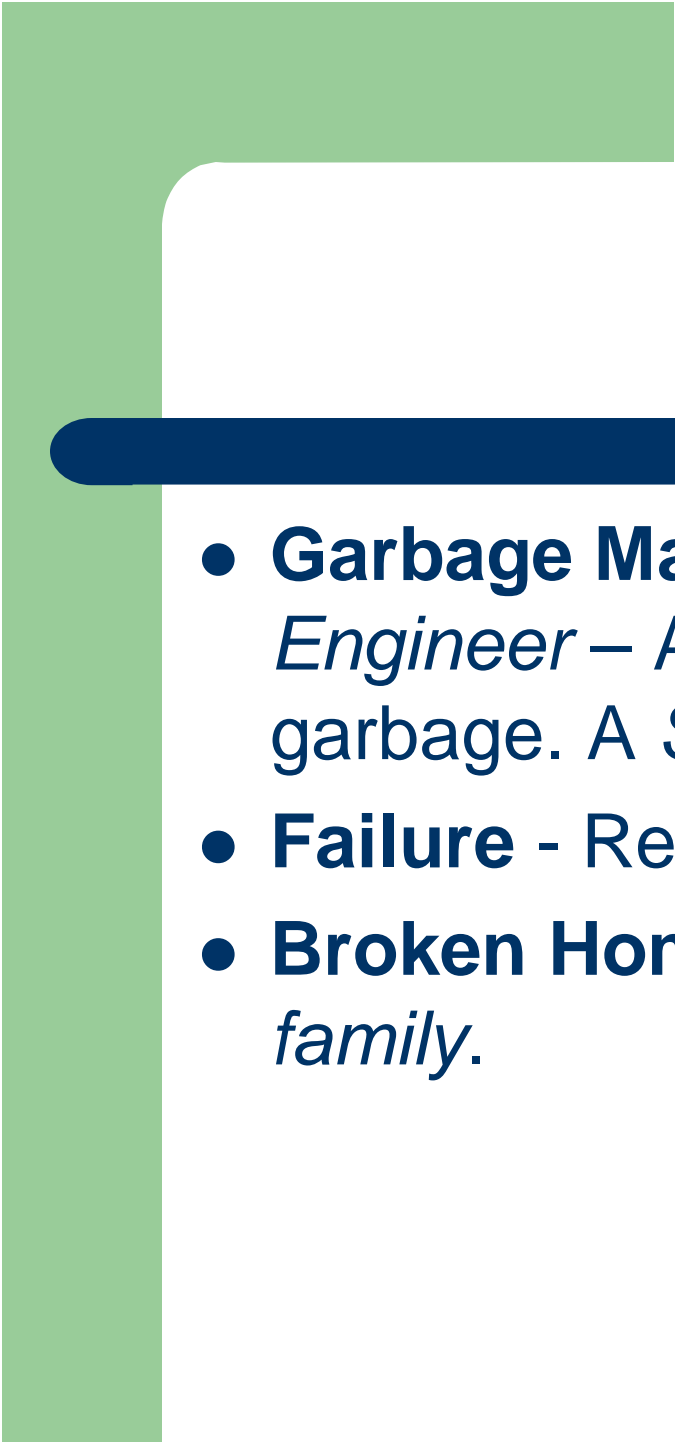

- words whose meanings have been altered to make them difficult to use. These were all words which could be freely used at some point in US history, but which modern culture is attempting to stamp out.
- <http://www.newspeakdictionary.com/ns-pi.html>
- deliberately ambiguous and contradictory language use to mislead and manipulate the public;
wordnetweb.princeton.edu/perl/webwn

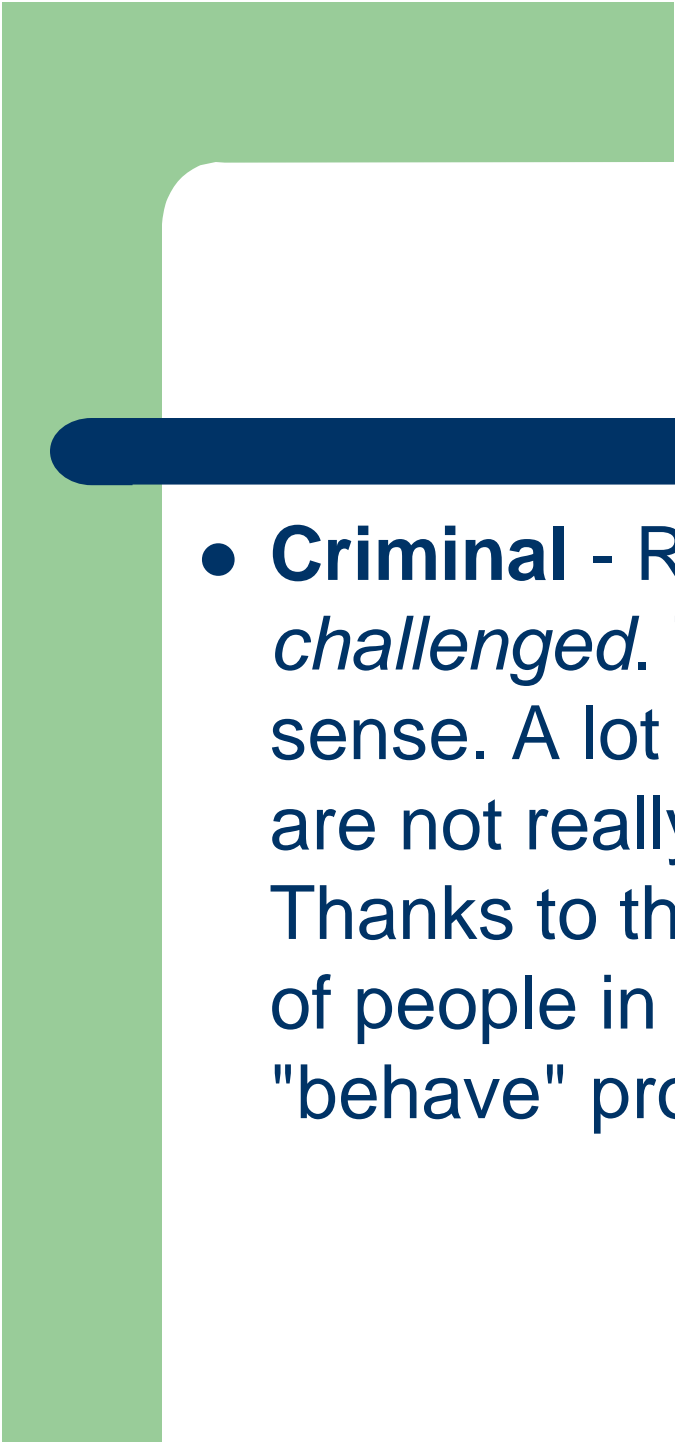

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- ***Newspeak is therefore, a language that is ambiguous and designed to conceal the true meaning of words for a purpose (political, social economical etc).***

Some examples of Newspeak In European

- **Secretary** - Replaced by *Administrative Assistant* – The word Secretary comes from Latin and means ‘Confidential Officer’ – And for some unknown reason this is a bad thing.
- **Housewife** - Replaced by *Domestic Engineer*. This is to remove the necessity of marriage from the task of raising children.



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- **Housewife** - Replaced by *Domestic Engineer*. This is to remove the necessity of marriage from the task of raising children.
 - **Handicapped** - Replaced by *Physically Challenged*, or even worse, *handicapable*
 - **Girlfriend/Wife** - Replaced by *Unpaid sex worker*

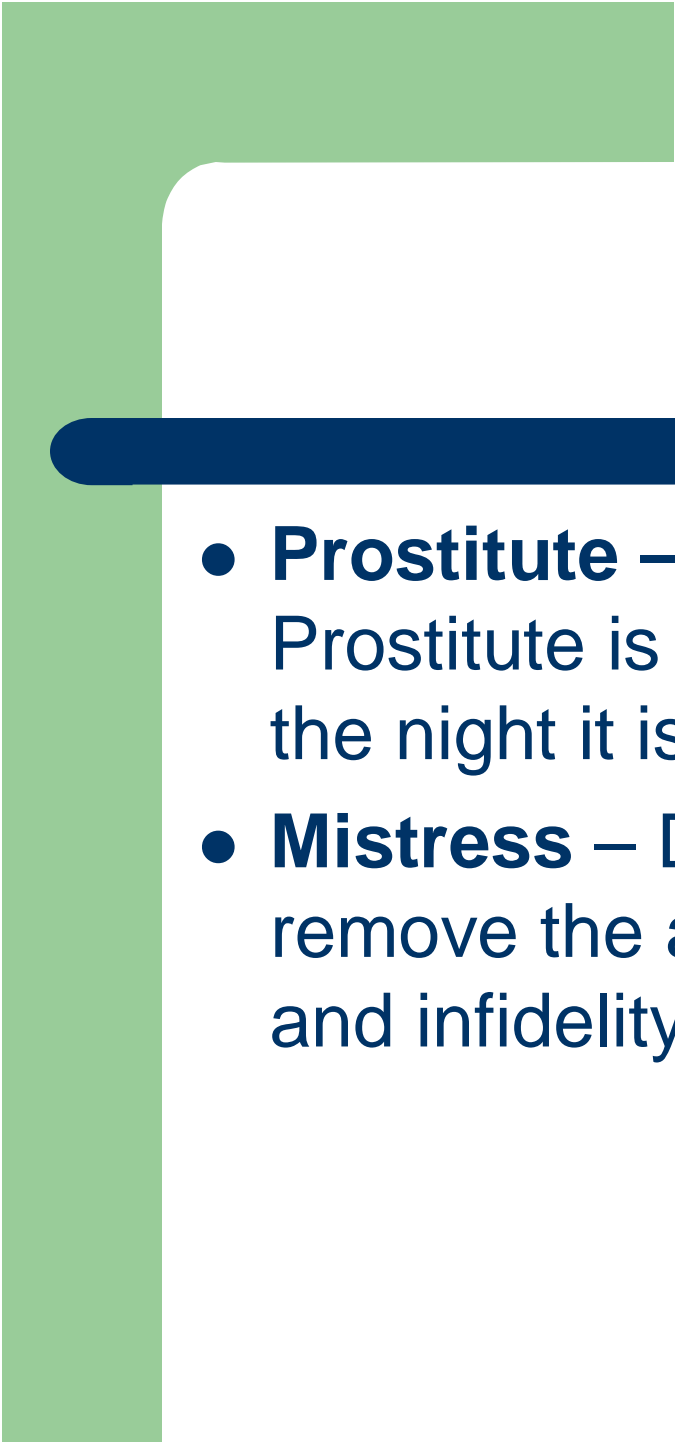

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- **Garbage Man** - Replaced by *Sanitation Engineer* – A *Garbage Man* picks up garbage. A *Sanitation Engineer* engineers it.
 - **Failure** - Replaced by *Deferred Success*.
 - **Broken Home** - Replaced by *Dysfunctional family*.

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- **Criminal** - Replaced by *behaviorally challenged*. This is one change that makes sense. A lot of the people in prisons today are not really "criminals" in the classic sense. Thanks to the "War on Drugs", there are a lot of people in jail because they failed to "behave" properly.

Some examples in Cameroon

- **Bribe** - Replaced by gombo a vegetable in French language. It is often used by some journalists and policemen to ask for bribe or tips contrary to the ethics of their profession.
- **Bribe** – Replaced by mesure d'accompagnement. Mesure d'accompagnement is positive and not criminal.

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- **Corruption** – Replaced by good governance. This is to remove the connotation meaning of corruption which is linked to theft.
 - **Women emancipation** – Replaced by women empowerment. Emancipation shows suppression (dependence) while empowerment shows independence.

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- **Prostitute** – Replaced by queen of the night. Prostitute is a negative word saying queen of the night it is royal and positive.
 - **Mistress** – Deuxième bureau. This is to remove the aspect of immorality (Religion) and infidelity.

Relevance of newspeak in Cameroon

- Misuse of Language
- Promote corruption and bribery
- Brian watches which can lead to dictatorship.
Example Apprenti sorcier.