

## **POLITICIAN, MEDIA AND WORDS: VOCABULARY FROM THE IRAQ WAR**

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**Abstract:** *Vocabulary plays an important role in influencing language. Media is quite capable of creating vocabulary and thereby, shaping language, but it plays a greater role in transmission of ‘created/new’ vocabulary, and what could be more interesting than the transmission of the vocabulary of the elite and more so of the politicians. The media portrays the ideologies, idiosyncrasies, slogans, etc of the politicians, and when it finds the politician’s speech ‘ordinary’ does it take upon itself to invent what it assumes will make the substance ‘interesting’.*

*All major events have new words or phrases associated with them, words and phrases which have originated during the event or whose meaning has changed during the event. The Iraq war also brought a number of new words and phrases into existence, caused a resurgence of old words/phrase and changed the semantics of previous vocabulary items.*

*The present article focuses on words and phrases which were either coined during the Iraq war and/or were semantically restructured during the war and/or attained significant prominence during this period, with special reference to the politicians and the media.*

### **KEY WORDS:**

language, politician, words, media, Iraq war, vocabulary, labelling, ideology

Politicians and media are instrumental in shaping a particular brand of innovative vocabulary or to put in broadly, a distinct idiolect. This vocabulary plays an important role in influencing language. Though media on its own is more than capable of shaping the language, but it has an even greater role in transmitting what the politicians have to say. The media also, trying to portray the idiosyncrasies of the politicians, their ideologies, slogans, aphorisms, words depicting pomposity, and abstruse ideas, generally keeps the elements of speech of the politicians the way it has originated. Only in the case where the media finds the politician's speech 'ordinary' does it invent what it assumes will make the substance 'interesting'. Postman and Powers (1999), referring particularly to TV point out that journalists are 'cocreators of political spectacle in the guise of presenting factual and authoritative news reports. The pressure of ratings has transformed the nightly news into a form of entertainment'.

Incidence of all major events brings new words or phrases with them or else give forgotten words/phrases prominence (which they probably had never enjoyed before) or change the meaning of older words and phrases. 'Blitz' was created during World War II; 'friendly fire' was a product of the Vietnam war; the Gulf war gave us 'mother of all...'. These words or phrases, as already indicated, are usually initiated by men who matter and the media. More often these words and phrases are deliberate attempts by the politician and the media, and reflect their leanings, though at times these may also be inadvertent. The Iraq war brought a number of new words and phrases into existence, changed the semantics of previous vocabulary items and/or involved a resurgence of old, less prominent words and phrases. Furthermore, in the US this was further augmented by the relationship between the Executive and the Media which changed after 9/11 with the media more inclined to follow the official line and the official brand of speech. John Wolcott (2003) pointed out that the post 9/11 media sounded like a public relations arm of the administration. Sussman (2003) accused the American press of having 'adopted uncritically the administration's 'deceptive language'.

This focus of this article is on words and phrases which were either coined during the Iraq war and/or were semantically restructured during the war and/or attained significant prominence during this period. The classification of the new vocabulary is made under five headings.

- a. Name Calling/Negative Labelling
- b. Euphemisms
- c. Positive Labelling
- d. Glamour Words
- e. Miscellaneous

Name Calling/Negative Labelling and Euphemisms have been used following Delwiche's classification within Word Games under Propaganda. Miscellaneous is the heading for what appears to be inadvertent or not-so-politically motivated additions to the vocabulary. Positive Labelling include and Glamour Words are described below under their respective headings.

a. *NAME CALLING/NEGATIVE LABELLING:*

In Name calling and Negative labelling a person, or an idea is linked to a negative symbol and/or is portrayed negatively. The idea is to create a negative image and if possible create a fear or phobia of the person or idea portrayed.

*Iraqnophobia:*

Iraqnophobia has been defined as the fear of Iraq. The word originated when in the Gulf war days when Bush compared Saddam with Hitler. Political cartoons showed Saddam as a gigantic spider eating Kuwait and threatening America. And the word Iraqnophobia was born. The Hollywood movie 'Arachnophobia' (fear of spiders) contributed to the propagation of this word.

During the Iraq invasion 'Iraqnophobia' showed resurgence. However, it is currently used by those who oppose the war on Iraq (definition: 'an irrational fear of Iraq and its ability to make and use biological or nuclear weapons') which for them indicates demonisation of Saddam. Some writers also refer to the anti-Saddam message as Iraqnophobia II indicating it to be a sequel to the Iraqnophobia of the Bush Sr's time.

*Axis of evil:*

This phrase was first used by George Bush in his State of Union address (January 2002) and goes as,

‘States like these and their terrorist allies, constitute an axis of evil, arming to threaten the peace of the world’.

Originally, Bush’s speechwriter David Frum had used ‘axis of hatred’ but since Bush had started giving a religious overtone to his speeches it was changed to ‘axis of evil’. This meant to describe countries ‘aiming to threaten the peace of the world’ and included Iraq, Iran and North Korea. Since then this phrase has been used repeatedly by both the American officials and the media and was more prevalent during the Iraq war days.

*WMD (Weapons of Mass Destruction):*

The term usually refers to chemical, biological, and nuclear weapons, all of which are capable of causing massive deaths in a single stroke. The term acquired wide publicity when the Bush administration accused Saddam Hussein of having and hiding these weapons. Experts in English language opine that there is no single-word equivalent to cover all those biological, chemical and nuclear bombs. The term ‘Weapons of Mass Destruction’ is ambiguous because under the right circumstances any weapon is supposed to be capable of killing a great number of people. Paul Fussell, quoted in the Washington Post said on this subject, ‘A machine gun, properly fired, is a weapon of mass destruction. We’re pretending that only awful and sinister people own weapons of mass destruction. We own them, too. We just call them something else.’

The American Dialect Society selected ‘Weapons of Mass Destruction’ as the word of the year of 2002.

*Axis of weasels:*

‘Axis of weasels’ was a term coined by a weblog and this was later adopted by the media. The New York Post also used it in its headline. It indicated those countries that opposed or rather led the opposition to the war on Iraq and included France, Russia, Germany and China. Scappleface went even to the extent of posting an imaginary sarcastic interview with Donald Rumsfeld with the heading ‘Donald Rumsfeld sorry for the ‘axis of weasels’ remark.

*Criminal invader enemies:*

In response to 'coalition of the willing' term by the Bush administration (described later), the then Iraqi Information Minister Mohammed Saeed al Sahhaf used 'Criminal Invader Countries' for America and its allies.

*Homicide bomber:*

The tendency of Suicide Bombers to blow themselves up along with their victims posed a big problem in Iraq. One of the responses was to alter the semantics of the term 'Suicide Bomber'. The Bush administration, to shift the focus away from the bomber and toward the victim/victims, coined the term 'Homicide Bomber' and it was followed by the media especially the conservative media. But somehow the whole concept of the suicide bomber gets distorted by the new term as all the bombers are trying to commit homicide, it is the suicide bit which makes this breed of bombers different.

*Old Europe:*

This term was used by Donald Rumsfeld to mean France and Germany who disagreed with the US regarding the Iraq war. Rumsfeld quoted at a press briefing, 'You're thinking of Europe as Germany and France. I don't. I think that's (Germany and France) old Europe.'

*That country:*

'That country' was used by the UK ambassador to UN Jeremy Greenstock to refer to France. It was used deliberately (along the lines of what-is-his-name attitude) to show that France was not even worth mentioning.

*Dead-enders:*

This term was coined by American Defence Secretary Donald Rumsfeld to refer to Iraqi soldiers and irregulars (mostly Baathists) willing to fight for Saddam to the end. Probably, what the term indicated was that they had reached a dead end. However, the term is believed to take a wider meaning by including other marginal figures as well including thugs and criminals.

*Jihad:*

Jihad is the struggle in the way of God involving many forms and is obligatory upon all Muslims. However, the term was given a negative image and was considered a tool of fundamentalist Islam, the propagation of which is a criminal offense. The term gained publicity during the Iraq war when opposition to America was considered Jihad by the Iraqi resistance.

*Bliar:*

The web generated an epithet for British PM Tony Blair. The word, with a bit of alphabet juggling in BLAIR, indicates that Blair lied when he generated support for war on Iraq.

*Dodgy dossier:*

The term was coined by journalists for the briefing paper 'Iraq-Its Infrastructure of Concealment, Deception and Intimidation' which was issued by Tony Blair's press Secretary, Alistair Campbell and referred to Iraqi Weapons of Mass Destruction (03/02/03). This paper was a follow-up of the 'September Dossier' which was previously used as an argument for going on war against Iraq. It was later learnt that this paper was plagiarized from a postgraduate thesis written by Ibrahim al-Marahi 'Saddam's Special Security Organisation' (channel4 news). Subsequently, the term "Dodgy Dossier" has stretched to cover both documents and the controversy surrounding them.

*Complete Horlicks:*

Horlicks is a brand of malted food drink. Though visualized as a baby food, Horlicks proved to be popular among adults especially in England where it was marketed as a sleep aid. The term 'Complete Horlicks' was used by the British Foreign Secretary Jack Straw to describe the government's handling of the 'dodgy dossier'.

*Enemy Prisoner of War:*

Prisoners of War (POW) is the routine name for prisoners taken in combat. However, the American military and administration have coined this new term Enemy Prisoner of War (EPW) for the Prisoners taken in Iraq. The basic focus is on negative connotation by addition of the word 'enemy'.

*Soft berets:*

This term was used for UK forces who used a non-confrontational (soft) attitude with the Iraqis after occupying Iraq.

*Freedom Fries:*

When France, one of the five permanent members of the Security Council of the United Nations opposed American efforts to secure a resolution authorizing military force against Iraq, French wines and champagnes were poured down sewers in America. By order of Representative Bob Ney of Ohio, 'French fries' became 'Freedom Fries' in the Congressional

dining room. The feeling against France and anything French was so great that mustard maker R.T. French, to make sure customers understood the American origins of the product, headlined a press release, 'The Only Thing French About French's Mustard Is The Name'.

*Terrorist:*

The term 'terrorist' is now a loosely applied term and applies to all those who seek to oppose the establishment. Debates have raged on the distinction between a 'terrorist' and a 'freedom fighter' is vague and the terms appear to be relative. Benjamin Franklin was a freedom fighter for George Washington but the views of King George III would have differed about this term. In the context of the Iraq war the word 'terrorist' was loosely used for anyone who opposed the Americans. This word was also interchangeable with 'fanatic'.

*Militiaman:*

One of the problems arose regarding nomenclature when Najaf civilians took up arms against the US and its allies. These people could not be called Bathists since they did not conform to the Baath ideology. The New York Times came up with the word 'militiamen' to describe an attack on Najaf in Iraq and this name struck. The name is vague and indicates people who might be foreigners and who no responsible government should tolerate.

*Fidayeen:*

There is a wide difference of opinion as to who Fidayeen are. For the Iraqis, Fidayeen are those who give up their life for a just cause. They are assumed to be martyrs. However, for the Americans Fidayeen are 'death squads' or 'suicide bombers' and the term has a negative connotation.

**B. EUPHEMISM:**

Euphemism is when whatsoever is undesirable, ugly, immoral, repulsive and unacceptable is painted in desirable words. In the 1940's, America changed the name of the War Department to the Department of Defense. Under the Reagan Administration, the MX-Missile was renamed "The Peacekeeper." During war-time the word "liquidation" is used as a synonym for "murder." According to Michelle Stoddard "In the media, the world is turned upside down. The Contras and the KLA are 'democratizers'; the lethal sanctions against Iraq exist to deliver its people from their dictator; the destruction of Yugoslavia through aerial

bombardment of civilians and their infrastructure is a ‘humanitarian intervention’ (CovertAction Quarterly).

*Regime change:*

Word IQ encyclopaedia calls it the overthrow of a government (or regime) by an external force (usually military), and replacing it with a new government (or regime) ‘according to the concept of political legitimacy promoted by that force. A regime change is achieved outside the nation and replaces the whole administrative apparatus and avoids any preservation of existing bureaucracy or other regime remnants. It has been considered that Regime change is a euphemism for a violation of international law. Furthermore, it has been associated by some with liberation or emancipation, and by others with overthrow.

Regime change in Iraq became a goal of the US with the signing of Public Law 105-338 called the ‘Iraq Liberation Act’ by Bill Clinton. The act directed that:

"It should be the policy of the United States to support efforts to remove the regime headed by Saddam Hussein from power in Iraq and to promote the emergence of a democratic government to replace that regime."

However, it was George Bush, Jr whose repeated use of the term ‘regime change’ gave it prominence in Iraq as a policy of the administration and used military for this purpose.

The term ‘regime change’, instead of being applied exclusively to Iraq, started being used in other contexts as well. Senator John Kerry, former Democratic presidential candidate, has said, ‘we need a regime change in the United States’. Kerry charged that the President has lost the trust of international leaders because of his handling of the Iraq situation. Republican House Speaker Dennis Hastert replied using the same term, "Equating regime change in Iraq with regime change in the United States, is not what we need at this time."

The American Dialect Society voted ‘Regime change’ as being most euphemistic compound of 2002 for the ways people have started using it for changes (other than military and government).

*Collateral damage:*

‘Collateral’ means ‘associated with’, or ‘accompanying’ or ‘indirect/secondary’. ‘Damage’, on the other hand, is clear enough. ‘Collateral damage’ is a euphemism and less upsetting than ‘human beings blown up to bits at the same time as the target’. ‘Collateral damage’ is also a high level abstraction. Shapiro describes the military meaning of collateral damage in



the following words, 'Let's say a military commander decides to bomb a building in Baghdad, and the building--the target--explodes and is destroyed. But "associated with" the physical destruction, perhaps, a man who is walking near the building has his head blown off. A woman carrying groceries home from the market suffers internal bleeding and dies from the force of the explosion. A girl disappears altogether. By describing "collateral damage" this way, we have reduced the abstraction level of the term considerably'. As the French philosopher Jean-Paul Sartre once wrote: "Evil is the product of man's ability to make abstract that which is concrete" '.

*Civilian contractor:*

If translated literally, a 'civilian contractor' constructs an image of an entrepreneur with no military involvement. As a matter of fact this term is a euphemism and refers to different categories of people used by America and its allies in the Iraq war. They include people who work for private military firms hired by the pentagon and carry out military tasks. They also include mercenaries supplied by private firms like Blackwater, hired by the pentagon to carry on private security in Iraq. Furthermore, they also include men trained by the CIA and the military and are their full time employees and may also act as interrogators. Overall, the civilian contractor status is given to private militaries, mercenaries and interrogators. However, in the case of the civilian contractors, the government, the CIA or the military is not culpable for what they do and these civilian contractors cannot be punished by a court martial for war crimes. The concept of civilian contractors allows the administration to detach itself from any abuses committed by them..

Civilian contractors hit the headlines during the Falluja episode and in the Abu Ghraib prison scandal where they were involved in atrocities and prisoner abuse.

*De-Baathification:*

This term, a coinage of the Bush administration, indicated a process whereby the Iraqi society was 'purged' of the Baathist regime headed by Saddam Hussein. The way the purging is done is not made clear.

*Decapitation/Decapitation Strike:*

This denoted 'The single bullet theory' to conquering Iraq. According to this theory removal of a regime's 'head' or leadership will tend to curtail warfare. In actual terms it meant that assassinating Saddam Hussein would have also killed off his regime and delivered instant victory to the coalition. Unlike other military euphemisms, which tend to obscure the violent

actions they describe, this one actually uses a term that refers to killing people. The target was also referred as 'target of opportunity'.

*Soften up:*

Instead of being a 'soft term', this term is used in the military to describe the bombing of enemy forces in advance of a land attack. Air Force Lt. Gen. Michael Moseley in an interview with AP once used it as, "The preponderance of Republican Guard divisions that were outside of Baghdad are now dead. I find it interesting that folks say we're softening them up. We're not softening them up. We're killing them."

*Pre-emptive self-defence:*

The term, although looking more or less like an oxymoron means an attack before a possible attack. The Bush administration uses this quite often to describe any attack (from their side) without provocation.

#### *POSITIVE LABELLING:*

During the Iraq war certain groups, processes, ideals, etc were assigned a positive connotation even if they, at least from the point of view of many, were negative in nature.

*Coalition (forces):*

Literally, it is the union of groups for a particular purpose usually for a limited time. However, in the context of the Iraq War this term is now used to refer to Americans and other troops fighting the Iraqis. US troops constitute about 75% of them; most of the rest are British; a very small number are Australian or Polish. None of the other around 40 countries whose leaders have said they support the war ('Coalition of the Willing') have any troops in Iraq. However, the Iraqis refuse to call it a 'coalition', instead referring to them as 'Americans'. On the other hand, the Americans insist on referring to themselves as 'coalition forces'.

*Coalition of the willing:*

Bush used this term to indicate countries which support or are prepared to sign up for the Iraq War. It also, probably unintentionally, creates a negative image of countries which are not prepared to go on with the war i.e. the unwilling.

*New Iraq:*

The term used for Iraq without the opposition to the Americans and their allies. The term was initially used by Tony Blair.

*Liberation:*

The attack on Iraq and its invasion has been repeatedly called ‘liberation of Iraq’ (instead of ‘invasion’ of Iraq) by both the American politicians and the media. The use of ‘liberation’ gives a moral justification for the invasion and occupation of Iraq. On the other hand, Arabs regard it as occupation by the United States. *Al-Jazeera*, the Arab TV network repeatedly calls it “occupation”.

*Operation Iraqi Freedom:*

The American administration, aiming to send a message of liberation (rather than occupation) called the war against Iraq ‘Operation Iraqi Freedom’ (calculated to send and reinforce the message of liberation). This was readily taken up by the military and the media.

*Iraqistan:*

This word was coined by the Economist and was meant to mean ‘the new US empire’.

*Pro-everything:*

The use of ‘anti’ connotes negativity. So many people try to use Pro- instead of the usual anti-. During the Iraq war instead of using ‘anti-war’, the peace activists preferred to call themselves ‘pro-peace’.

*War on terror:*

This term came into existence after 11<sup>th</sup> September 2001 but it showed a resurgence during the Iraq war. The Bush administration called its war with those who were believed to be responsible for the WTC bombings and those who aided and abetted them as the war on terror. However, the war on terror increased its influence and also took into consideration those who were at loggerheads with America or refused to accept its hegemony. The invasion of Iraq, which was proved to have nothing to do with 9/11 happenings was also declared a part of the war on terror.

*D. GLAMOUR WORDS*

Certain words and phrases were also used which exuded glamour and power. It was however mostly the pentagon/military who used this strategy though it was spread mostly by the media

and the politicians. Collins, coeditor of 'Collateral Language', talking about the important arm of the administration quotes, 'It's striking the way in which the U.S. military is able to create new terms and make them part of our language'.

*Shock and awe:*

This compound connotes psychological dominance over actual physical obliteration. It refers to a military strategy where a large amount of firepower is released (usually early in the conflict) with the aim of making the opponent surrender. Harlan Ullman, a former US navy pilot is believed to be the author of this term. According to Ullman, 'The basis for rapid dominance rests in the ability to affect the will, perception and understanding of the adversary through imposing sufficient *shock and awe* to achieve the necessary political, strategic and operational goals ...'. What Ullman meant was that the strategy of 'shock and awe' was to present before that opponent an enormous, unbeatable force that the opponent would consider it futile to face such force, thereby resulting in quick surrender, and in other words maximum damage and minimum casualties.

However, the present use in the media and in other places indicate that the meaning has changed in Iraq with the meaning ranging from aerial bombardment to large scale destruction. The Pentagon used it as a buzz phrase for no-holds barred air assault. Maj. Gen. Stanley McChrystal Vice Director Operations for the Joint Chiefs of Staff used it as, "In an effects-based campaign, we can achieve much shock and awe by hitting just critical points."

However, the compound because of its belligerent tone started being used in fields other than war as well. Just a day after the war began, Sony planned to bring out a computer game called 'Shock and Awe' which was shelved because of widespread criticism. Presently, this term is the subject of a fervent copyright battle between companies in the United States who produce fireworks, hot sauce, pesticides, shampoo, lingerie and golf clubs.

*Gitmoize:*

This Verb means 'to make like Guantánamo'. Guantánamo with the shortened form of Gitmo, being the place in Cuba where America keeps 'illegal combatants'. The Bush Administration has declared that Al Qaeda and other 'terrorists' are 'illegal combatants' (not POWs) and not eligible for Geneva Conventions. Regarding the origin of the word 'Gitmoize', it is attributed to Major General Geoffrey Miller who was the warden of the the US detention facility for 'suspected terrorists' at Guantánamo (Gitmo) and was quoted by Brig General Janis Karpinsky, former commander of the military prison system in Iraq, 'He

came up there and told me he was going to 'Gitmoize' the detention operation'. According to Seymour Hersh, in his article 'Chain of Command' in the New York Times (17-05-04), 'Miller's concept, as it emerged in recent Senate hearings, was to "Gitmoize" the prison system in Iraq—to make it more focussed on interrogation.'.The term was again used on a number of occasions especially in the Senate hearings and the media. In plain words, to Gitmoize means that the prisoners have no rights and can be treated any way the captors want.

*Asymmetrical warfare:*

This word was coined to take into account the 'unconventional' conflict between conventional forces and 'terrorists'.

*Hammer time:*

It is a lesser used phrase in the Iraq war. It was initially used by US vice Admiral Timothy Keating. 'Make no mistake, when the president says go - look out, it's hammer time'.

*MOAB:*

MOAB is an acronym and stands for Massive Ordnance Air Blast, though it has also been interestingly nicknamed 'Mother Of All Bombs'. It is the largest non-nuclear bomb in existence which made its debut in the Iraq war. The bomb has an explosive force of 21,000 pounds and is capable of obliterating buildings and people in a 1,000 yard radius.

*Simultaneity:*

In the Iraq war this word was used by the Pentagon to mean synchronized air and land attack on Iraq.

*Wargamed:*

General William Wallace used this word to mean simulated attack on Iraq. According to the general, 'The enemy we're fighting is different from the one we wargamed against'.

*Surgical strike:*

A surgical strike like a medical procedure is a military operation performed with precision and swiftness (usually from the air). The term using the medical term 'surgical' somehow seems to link that precise bombing with medical benefits.

*MOPP:*

MOPP is an acronym which stands for Mission-Oriented Protective Posture. MOPP gear is worn by the US troops to protect themselves against chemical and biological weapons.

*MOUT:*

MOUT is another acronym which gained currency during the Iraq war. It stands for Military Operations on Urbanized Terrain.

*Mouseholing:*

Mouseholing means to move from house to house by blasting holes through the walls of the houses or apartment buildings, instead of the 'cumbersome' procedure of going around or moving from house to house.

*Vertical envelopment:*

This term gained much currency during the Iraq war. It is used by the Pentagon and means to use aircrafts, usually helicopters, to lift forces over and behind the enemy's position.

*Cards (House of cards/Playing cards):*

Before the war on Iraq started, US Vice President Dick Cheney said that he expected Iraq to collapse like 'a house of cards'. The U.S. military put out a most-wanted list of Iraqi regime leaders in the form of a deck of cards with Saddam as the Ace of Spades. During the war, the American administration measured its success in the war by how many of those on its list of the fifty-five most wanted members of the old regime had been captured.

*E. MISCELLANEOUS:*

Certain elements do not appear to fit in any of the above headings. Most of them are neutral and, most of the times, seem to be inadvertent.

*Blog:*

Blog refers to a log of personal events posted on the Web. This Web Log (WE BLOG) is called Blog. This word became quite prominent when during the Iraq war journalists and people inside and outside Iraq starting making Blogs. The creator of these blogs is called a Blogger. The American Dialect Society nominated this word as the most likely word to succeed.

*To calibrate:*

This phrase means to check the details. Defence Secretary Donald Rumsfeld used the term 'calibrate me' to request General Richard Myers to check the details of what he's about to say in a Department of Defence news briefing (18 Oct 2001). The quote ran as, 'Well, Dick, calibrate me if I'm wrong'.

*Embed:*

Embed/embeds is a short form of Embedded Journalist/s. An embedded journalist is placed in military units and travels with the troops. Embeds were used for the first time by the Americans and their allies in the Iraq war. However, the relationship has been criticized because it takes away independence and objectivity from the reporters as the reporters report what the military, their protectors, wants them to and also indicates a cozy relationship between the media and the military.

*Unilaterals:*

Journalists who were not embedded with U.S. or British forces. They move around on their own in the war zone in Iraq either alone or in groups. Most of the reporters killed so far have been unilaterals.

*Sojo:*

Another media related term, sojo stands for Solo Journalist i.e. a journalist who transmits reports from the field without a crew.

*unknown unknowns:*

US Defence Secretary Donald Rumsfeld used this term to indicate things which we don't know that we don't know.

*Embetterment/furify:*

Some of the many neologisms coined by George Bush. He used them as,

'The federal government and the state government must not fear programs who change lives, but must welcome those faith-based programs for the embetterment of mankind'. (Stockton, California, August 23, 2002)

'I'm furious. But my furify will not keep me from . . .'. (August 1, 2002) later changed to 'Even though I am mad.....'.

Incidentally, these words have never been used before and their being deliberate or inadvertent is for anyone to guess.

## CONCLUSION:

Language is an essential element of propaganda which itself is an essential element of war. Creating new words, altering the semantics and resurfacing old words, with or without change in meaning in a state of war usually point towards propaganda. Words which may mean literally something will have a new connotation when used by a skilled propagandist. The propagandist thrives on ambiguity and lack of definite definitions which are striking in all languages. George Orwell exemplifies this by quoting, 'the words 'democracy', 'freedom', 'patriotic', 'realistic', 'justice' have each of them several different meanings which cannot be reconciled with each other. In the case of word like democracy not only is there no agreed definition, but the attempt to make one is resisted from all sides'. Mentioning the inflated style as a kind of euphemism Orwell goes on to mention the deliberate ambiguity of words as, 'a mass of Latin words falls upon the facts like soft snow, blurring the outlines and covering up all the details' (508). The politician and the media appear to be masters at this sort of camouflage. It is a normal trend that when prominent people and/or prominent media use new words, the general populace follow them, unaware if the words are normal and neutral or covertly reflect the ulterior motive or ideology of the originator. The dispersion of this vocabulary, in a way, is the dispersion of the ideology, and the common man acts as the dispersing agent, unaware of the role he is playing which Orwell puts as 'the corruption of thought through language' which for him '... can spread by tradition and imitation, even among people who should and do know better' (508).

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