

Double speak

Definition

Doublespeak is language that deliberately obscures, disguises, distorts, or reverses the meaning of words. Doublespeak may take the form of euphemisms (e.g., "downsizing" for layoffs and "servicing the target" for bombing), in which case it is primarily meant to make the truth sound more palatable. It may also refer to intentional ambiguity in language or to actual inversions of meaning. In such cases, doublespeak disguises the nature of the truth.

Wikipedia

Deliberately euphemistic, ambiguous, or obscure language.

Oxford Dictionary

Examples

over the top vs crazy

senior citizen vs old person

baby boomers vs over-50s

substance abuse vs drug problem

problem child vs exasperating difficulty

take down vs kill

ill advised vs bad idea

restructure the company vs fire employees

ethnic cleansing vs genocide

collateral damage vs innocent civilians killed in conflict

freedom fighter vs terrorist (on one's side)

capital punishment vs death penalty

post-truth vs downplaying the facts

occupied vs invaded and controlled by enemy forces

climate change vs rising natural hazard risk

right-sizing an enterprise vs firing employees

job flexibility vs no contract and little or no job security

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Do you know other double-speak examples?

Feel free to write them down