

Unspeak by Steven Poole.  
Little Brown 2006

Steven Poole defines Unspeak as a 'mode of speech that persuades by stealth', and cites as examples of the phenomenon the phrases *climate change, war on terror, ethnic cleansing* and *road map*.

Sandwiched between an Introduction and Epilogue are 8 chapters developing the Unspeak thesis through considering Community, Nature, Tragedy, Operations, Terror, Abuse, Freedom and Extremism. Poole cites examples in all these areas of the phenomenon of Unspeak, and demonstrates all too convincingly how the abuse of language leads to the manipulation of opinion, the blurring of reality and an ultimate confusion about what is and is not the truth.

Apart from being a wonderful analysis of the traduction of language performed by those in authority, and a warning to every thinking person to be extremely careful in what they say and write, Unspeak is also a magnificent polemic against the current US Administration, probably guilty of more examples of Unspeak than any other international body. Poole mercilessly exposes the chilling abuse of English performed by the Bush presidency, and issues a clear warning to his readers about the dangers of being taken in by it.

This is a wonderful little book that packs a powerful punch and should be required reading for anyone who wishes to save the English language from being corrupted to destruction.

Rabbi Dr Charles H Middleburgh