Wikipedia
List of euphemisms

Doublespeak

Corporate

- **layoff, downsize, rightsize, headcount adjustment, RIF** (reduction in force),
  *realignment*: mass firing of employees, usually due to business restructuring or economic conditions
- also **counseled out, made redundant, let go, dismissed, terminated, services are no longer required**, et cetera, for firing in general
- The Dilbert series satirizes this in one strip in which an employee is unable to figure out he has been laid off.
- **job flexibility**: lack of job security (where job security means an actual or implied promise of continued employment)
- **outsource**: firing local employees to hire cheaper labor elsewhere.
- **replacement workers**: scabs or strikebreakers in labor disputes
- **reliability enhancement**: fix for a software bug.
- **escort from premises**: kicked out/thrown out of building

Espionage

- **classified**: in general usage, "secret"; in governmental usage, information which has been evaluated and possibly assigned a security clearance.
- Since at least World War II, United States military and governmental information has been distinguished into classes corresponding to increasing levels of security clearances required by those people allowed access to it, and has come to be called **classified information** (as in "classified for a particular clearance").
- **unclassified**: in general usage, "not secret"; in governmental usage, information which has not been assigned a security clearance. Information which has not been assigned a classification; most public information falls into this category, which is the default state of information. Stands in contrast to information which has been evaluated and classified as "Public".
- **declassified**: in general and governmental usage, formerly but not presently secret information which had as some point been classified as secret, but has since been released to the public.
- **intelligence**: information and sources of information (spies and spying)
- **human intelligence**: information from spies and interrogated prisoners, and other information from human sources (such as weather reports or economic studies) used by a secret or military agency
- **asset**: a secret agency's recruited, clandestine human source in a foreign country (**foreign spies**)
- **wet work**: assassination
- **physical persuasion** or **physical pressure**: torture
Military

- **defense**: war, as in the United States Department of Defense, formed by the merging of the Department of War and Department of the Navy
- **neutralize** or **service**: to kill or disable a target
- **friendly fire**: being inadvertently and mistakenly attacked by your allies
- **collateral damage**: unintentional killing or damage; bystander deaths and injuries
- **area denial munitions**: landmines
- bombs which kill civilians are, according to The Pentagon, "incontinent ordnance" (Lutz)
- **preemptive war**: to invade a foreign country so that the invading nation would not be invaded itself or be subjected to an enemy strike early on
- **pre-hostility**: peace
- **secure** an area (or mop up): kill remaining enemy soldiers
- **aerial ordnance**: the use of bombs or missiles by air
- **asymmetric warfare**: local violence or unrest, suicide bombing; contained violence.
- **casualty**: death or injury
- **post-traumatic stress disorder**, a euphemism for **operational exhaustion**, euphemism for **battle fatigue**, a euphemism for **shell shock**. Used as an example of dehumanization of language (particularly by the American comedian George Carlin). The terms were used in the Vietnam War, Korean War, World War II and World War I respectively. Note, however, that Post-traumatic stress disorder is also triggered by other traumatic events, such as rape.
- **engage**: to fight the enemy head on
- **engagement**: a small battle, a brief firefight
- **projectile**: anything that can be fired at the enemy, such as bullets, artillery shells, rockets
- **terrorist**: criminal or rebel - Criminals are usually jailed, while terrorists are often shot or bombed.
- **troubblemaker, traitor, criminal, terrorist, unpatriotic**: often names for rebel, revolutionary, or folk heroes, especially by oppressive governments
- **extreme prejudice**: kill without mercy
- **regime change**: dethroning the current government/dynasty
- **surgical strike**: bombing attack by plane
- **psychological deterrent**: the largest (non nuclear) bombs, such as the Hellfire missile, Daisy Cutter, and M.O.B. - The existence of a large bomb prevents the enemy from attacking, in theory.
- **tough love, tough decision, Good vs. Evil, ethics**: key words used to justify war through moral reasoning

Political

- **final solution** (Endlösung): The Holocaust
- Doublespeak was very common in the Third Reich. Goebbels' Reichsministerium für Volksaufklärung und Propaganda (Ministry of the Reich for Public Enlightenment and Propaganda) coined thousands of new German words. Other examples include: **Concentration Camp** (labor/death camp), **Heim ins Reich** (occupation of Austria), the meanings of **Volk** (people) and **Rasse** (race).
- **ethnic cleansing**: genocide
- **freedom fighter**: armed political rebel (positive term)
- **taxpayer**: citizen

The word "taxpayer" means an individual or business that pays taxes, and when used in a discussion of government revenues is not doublespeak. However, using the term interchangeably with "citizen" does two things. One, it disguises the fact that political policies that apply to individual taxpayers also apply to corporate taxpayers. Two, it appeals to middle-class citizens by excluding welfare beneficiaries and others perceived to pay little or no tax. More subtly, use of this term dilutes the idea of citizenship itself, and implies that there is nothing more to society than mere economic rationalism, as per Margaret Thatcher's famous pronouncement. This usage has become popular in the names of certain conservative groups, for example, Taxpayers for Common Sense and National Taxpayers Union in the United States, the Canadian Taxpayers Federation and the lobby group Association of Consumers and Taxpayers in New Zealand.

- **internment facility**: prison
- **protective custody**: imprisonment without due process of law
- **intervention**: invasion
- **executive action**: assassination
- **campaign contribution, donation, fund raiser**: bribery of public officials
- **budget surplus**: profit
- **advertising, self promotion**: propaganda
- **cult**: religion
- **special interests, foreign interests**: representatives and lobbyists of businesses dealing in oil, diamonds, gold, and other profitable resources abroad
- **disturbing the peace, noise pollution, slander, defamation, treason, inciting a riot, public speaking without a permit**: free speech
- **public donation, shared sacrifice**: taxes
- **progressive**: leftist
- **piracy**: copyright infringement (ie copying a copyrighted work without permission/license)
- **family values, pro-family**, etc.: when used by conservatives, generally suggests some combination homophobia, heterosexism, and/or patriarchy (and the political goals of oppressing homosexuals and women)
- **developing country**

Law enforcement

- **following a suspect**: stalking
- **investigation, search**: invasion of privacy
- **gain access**: trespass, breaking and entering
- **confiscate, seize assets**: police or government steals
- **arrest, imprison, incarcerate, take into custody, contain**: police or government kidnaps/abducts
- **pacify**: beat
- **contempt of court**: opinion
- **subpoena**: force to talk
- **harboring a criminal**: to allow a friend to live or hide who is wanted by police
Social

- **job seekers**: the unemployed
- **asylum seekers**: refugees
- **suspected illegal entrants** or illegals: used when asylum seekers is considered to grant too much legitimacy
- **unsavory character**: criminal (or, more specifically suspected criminal)
- **involuntary conversion**: plane crash -- a vanishingly rare usage, and included only for curiosity's sake.
- **differently abled**: disabled
- **sales advisor**: shop assistant
- **senior citizen**: old person
- **visually impaired**: blind or nearly so
- **comfort women**: prostitute, later specifically women forced into sexual slavery during World War II (see also Joy Division (World War II))
- **Customer Service Representative**: a title given to today's bank tellers
- **illegal alien**: illegal immigrants
- **urban**: African American. For example, "urban contemporary music" refers to rap, hip-hop and other forms of popular music stereotypically associated with African Americans.
- **counter culture**: lifestyles different from the mainstream, alternative music fans, intellectuals who think differently, communes, hippies, flower children

Sports

- **cost certainty**: salary-cap; often used by NHL commissioner Gary Bettman during his negotiations with the NHL Players Association during the 2004-05 NHL lockout; Bettman wants to impose a salary cap on NHL teams
- **incident**: a fight, or some other violent action such as a slash in hockey that results in suspension and/or fine, or a fight between a player and a fan
- **upper/lower body injury**: often used in hockey, this term implies that a player is injured but the specifics of the injury are not disclosed; especially used during playoff time so that opposing teams will not be able to find out the extent of the players' injuries; for example, a leg injury can be classified as a "lower body injury", a shoulder injury can be classified as an "upper body injury"
- **scratch**: used in hockey, implies that a player is taken off the roster for a game usually due to injury (scratching a player off the roster list); a **healthy scratch** means that the player (usually a struggling player) is taken off the roster due to the coach's decision, not because of an injury
- **contraction**: a plan to reduce (fold) a number of teams in a league in the hopes of increasing its competitiveness and reducing the financial losses of the league; Major League Baseball once considered folding two teams, widely thought to be the Minnesota Twins and Montreal Expos
- **objects**: things thrown onto the field resulting in the disruption of a game/match, such as bottles, cups, flares
- **seeking a trade**: a sign that a player badly wants out of his current team for various reasons
- **advisor**: a position at the executive level whose job is to advise the General Manager and/or President of a team; hiring an advisor usually implies that there is a degree of
incompetency at the management level

Other

- **terminated**: Mafia-style killings
- **spontaneous energetic disassembly** for "explosion" (reportedly used by a director of the Three Mile Island nuclear power plant)
- **computer-implemented invention**: computer programming method in the context of patent law, because software patents are a controversial topic
- **deactivating satellite receivers**: doing malicious damage to receiver firmware in response to widespread pirate decryption problems (this euphemism was used in Globe and Mail coverage of Bell ExpressVu - both just happen to be owned by the same company)