POLITICAL DOUBLESPEAK IN MEDIA
Andreana Eftimova

Abstract:
The term *doublespeak* comes from two other terms, used by George Orwell in „1984“ – *doublethink* and *newspeak*. The new term signifies some lack of correspondence between speaking, keeping silent and real events which we discuss about. The paper studies a few doublespeak means in political discourse in media. They are represented by examples connected mainly with the Ukraine crisis this year. The paper attempts to show up the role of media editor for revealing or not political doublespeak.

Key words: doublespeak, political discourse, media, euphemisms, disphemisms, profession language, bureaucratese, inflated language