

ALTERITY AND DISCURSIVE METAMORPHOSES OF NEWSPEAK

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ABSTRACT. *Alterity and Discursive Metamorphoses of Newspeak.* In this paper, we critically and selectively review arguments that are relevant for assessing the case for wooden tongue stability. We identify several main arguments in favor of such a regime. Under specific communicative expectations wooden tongue preserves itself by making words operating like automatic stabilizers. After a negative shock to the public opinion, the ideologists, correctly anticipating a persistent policy response that will reverse the effect on the nude consciousness, adjust their linguistic trade, thereby mitigating the impact of the intruding language. Moreover, focusing on the wooden tongue contributes to circumventing credibility problems that certain speakers may face. Such arguments are of general interest as they highlight the importance of ideological patterns for the conduct of linguistic policy.

Keywords: alterity, newspeak, newdiscourse, ideological pattern, distorted reference.

1. Introductory Remarks

In this study we aim to discuss some aspects related to the issue of alterity and the way in which discursive strategies of newspeak act upon it. The preliminary distinction between newspeak and the effective discourse field comes implicitly along, as newspeak represents an abstract notion rather than a functional one. It tends to incorporate a metalinguistic structure by a process of code-centering. This phenomenon, particularly taken into consideration by the majority of the researchers²,

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² Newspeak tends to become a self-referential space, not only due to the cohesion given by the pro-form's univocity or the thematic and rhematic relationships, but also due to the reiteration schemas and structures. "Each text taken separately, made within the newspeak, presents itself as an 'emical text' internally determined, submitted to its own immanence but functioning at the intertextual level as an 'ethical text' with real cohesive valences. In the case of newspeak, the global aspect of the text-sign operates a regime that Carmen Vlad (2000: 64) defines as part of the 'ad-textual' strategy in a sense in which 'the type of the relationships in which the text itself – globally or through certain specific textually features – becomes element of a relationship to another (sequence of) text.'" (Irimiaș, 2005). As an ideological vehicle, new discourse suddenly becomes a repressive (meta) discourse, a block of words that suffocates the initiative and the creative freedom of the human being. Terms with preestablished and irreducible significance, totally taken out of context, ensure a large field of manifestation for the new discourse, with certain ideological impact aiming to create a public target (the individual, the people, the humanity).

does not imply the fact that newspeak should be thought as a simple structure among other structures of the natural languages. Moreover, it rather functions in the sense of an automatic language, as part of a large linguistic mechanism enhancing many strategies: a completely distorted reference processing, a reconfiguration of ideal objects in order to make them compatible with the ideological frames, a validation of the strategies of vagueness, ambiguity, imprecision, equivocal. However, the functionality of this amorphous structure at the text-discourse level marks quite specific perlocutionary effects (manipulation, maintaining ideology, discrediting the regime opponents, threatening, disestablishment, brain wash etc.). The immediate and devastating consequences of imposing new discourse are clearly cut in eliminating intersubjectivity, dislocating the sense of reality, maintaining the natural language in discursive stases. What the new discourse artisans really ignore is the fact that natural languages are emergent, symbiotic processes, not already-given or well-formed structures. In the following sections of the present article, we will present some lines of investigation for this matter, starting from the Humboldtian concept of alterity and configuring a theoretical frame by using, on the one hand, the work of Eugeniu Coseriu and, on the other hand, some results and conclusions of Cognitive Semantics.

2. The Problem of Alterity

2.1. Linguistic *Energeia* and Spaces of Consciousness

As an ideal activity, inherent to the human essence, language is tridimensional, concentrating the result of three types of energy: 1) the informational-congruent energy; 2) the formative-cohesive energy; 3) the holistic-coherent energy of meaning. The space of consciousness gives the totality of existence, and, at the same time, offers the primary model of the extra linguistic reality.³ Unless speakers had the linguistic intuition of their own discourse, the possibility for structuring reality would not exist. This is due to the fact that the categories of reality do not exist in the form in which we perceive them, but as entities mediated by our consciousness. Reality is doubtlessly a dimension of consciousness. Language emerges in three spaces of consciousness, without which human mind cannot devise a unity of vision for reality. The energies that correspond to the so-called spaces (designatum, significatum, and sense) activate patterns molded by the very essence of language, determining not only the extra linguistic reality, but any kind of mental project (virtual reality etc.). Moreover, these essential underpinnings for the linguistic *energeia* are at the same time the basis for the primary language-functioning laws, namely congruency, cohesion, coherence.

³ In Cognitive Semantics, Fauconnier reaches the problem of the spaces of consciousness in a partial and distorted way. As a matter of fact, mental spaces should be considered spaces of existence created not on models or steps of structuring reality, but rather on models that determine reality by themselves as a form of linguistic energy, so to say, not as products of the energetic organizing, but in fact as exactly what produces this objective organization or reality structuring.

Language has *in nuce* the whole complex of reality and human culture (religion, science, philosophy, art) and civilization, merging them from the same starting point and unifying them beyond the primary consciousness reality.

Beyond meaning processing, reference and the linguistic insight of *energeia* are two other contributing factors. Word creation presupposes that two consciousnesses meet, so to say, the creator and his virtual collocutor, alleged by the speaker in each moment of his constructive activity in / through language. In this way, words are created by the speakers' power of signification and by their specific will or intention. We can find the fundamental strength of the human being in the process of meaning creation as well as in the process of being understood by others. *Energeia* is totality in itself at the deepest level of understanding. Speakers create language by expanding primary significata within the spaces of consciousness. That is why it is very important for linguists not to find the primary material structures but the principle of creation which underlies the emergence of language in the human being.

Form is the correspondent dimension of the global space and, implicitly, of sense. New discourse formally concentrates the unities of speech disregarding any kind of referential or meaningful contents. Therefore, the informational and the formative energies are dispersed, this process determining the separation between content and expression.

2.2. Mediation of Alterity. World Opening and Opening towards the World

Alterity is a kind of multiplication of the spaces of consciousness through a subjacent mechanism of transposing self-consciousness in a collective hypostasis, preserving, at the same time, the individual essence and the own modes of consciousness unaltered. In a dialogue, the speaker remains the speaker but in each moment, he takes into consideration his collocutor; otherwise the communicative process would be compromised. Linguistics does not stipulate, though, an arbitrary globalization of the individual consciousnesses into an Impersonal Consciousness⁴, but rather the transformation of the collocutor's consciousness into a personal consciousness. Alterity cannot determine the depersonalization of the ego in the mass of collectivity, but rather the givenness of the ego to the community of speakers and the acceptance of the collectivity as its own consciousness; this process of superpersonalization is made in each moment of speaking. As a matter of fact, this process implies that each consciousness is determined by another, the speakers remaining this way in consonance. Alterity means double consciousness, the actual simultaneity of meaning creating intention. Even if two speakers are separate entities, they are able to develop a mutual understanding through alterity.

⁴ The Saussureian notion of *mass brain* can stand out as a classic example for not understanding the intersubjective dimension of language.

Alterity refers to the combination of two consciousnesses that do not actually absorb one another, but complete themselves in the act of speaking. Natural language is a space where consciousnesses meet. In the intersubjective dimension of discourse we have to distinguish between the capability of consciousness to open the world (by means of signification) and its capability to open itself towards the world / community (by means of communicative intention). In second terms, alterity does not require the automatic reflexion of two essences, but their mutual correspondence. Alterity cannot be considered as a self-reflection within another image in which the same ego projects itself. Instead, it is the transfiguration of the other ego, taken as the own ego of the speaker. Speakers do not communicate in order to reflect themselves, but meet themselves in the unifying space of natural language. They neither lose, nor mingle themselves. Therefore, alterity means communion, in which the speaker takes his listener's place.

The spiritual power of language theorized by Humboldt implies that the individual cannot make abstraction of others, because his consciousness is the center of the other consciousnesses, not by excluding, but by completing them in order to make possible this very unique individual consciousness. This freedom of the individual consciousness is absolutely amazing, for it is able to open so many realities that do not constitute limits, but creative tendencies. Furthermore, each consciousness recreates the reality of the other consciousnesses, in its own way, as a synthesis of multiple modes of being. In other words, it transposes itself in a multitude of consciousnesses, not as mechanical iteration, but as development in different modes. This way, each human being has its own participation to the very same reality panorama, creating a mutual vision of the world.

2.3. Alterity in Newspeak

The necessity of replacing a real dialogue determines the ideology artisans to deny alterity. In newspeak, consciousnesses are reshaped in an empire of empty forms. The centrifugal orientation of the individual means already withdrawing in a narrow vision of its own limits, and that is the ultimate goal which ideologists wish to achieve by means of imposing totalitarian discourses. The power-keepers bet on these intrusive models of consciousness stasis, on eliminating critical thinking and creativity, for that matter.

Newspeak eliminates intersubjectivity from the process of human construction through natural language. This is made possible due to the isolation of some meanings and their connectiveness within the parasite matrix of the ideology. Newspeak perfection relies on meaning voids and on the exclusion of the verb from syntactic structures.

Newspeak tends to compensate reality, to give a holographic picture of the human destiny. In order to achieve this goal, it is necessary to annihilate consciousness and to replace it with a new negative reversing one. The magic of the totalitarian

discourse relies on the very nothingness of consciousness, with tremendous effects on creative individuality.

The discursive pattern promoted by ideologists enhances alterity alteration. Although two absolute subjects are postulated, they are isolated from one another by virtue of a no communicative discourse. The receiver becomes a kind of retro projector, words are empty, and they create a false resonance from which any kind of intersubjectivity is gone.⁵ What ideology is trying to ignore is that a space of consciousness is never one-dimensional. Consciousness is suspended in a void, by denying its configurative multidimensionality. Linguistic *energeia* will have, therefore, an implusive dynamics, with the immediate effect of total isolation and dispersion in a mass strictly controlled by means of ideological superstructure.

The monstrous dystopia of the mass brain implies a disruptive way of reshaping consciousnesses, which can never lead to a real collective consciousness. Newspeak represents the white noise of the individual massification.

3. Discursive Strategies in the Newspeak Articulation

3.1. Eliminating Abstract Thinking

In order to obtain maximal range of action for newspeak, abstract thinking is constantly cast aside. Reality is placed into an imaginary frame which tends to constitute the only mental dimension that counts. Abstract thinking becomes an illusion, by means of which a reality may be presupposed or excluded. Newspeak determines the individuals to think that abstract thinking means a negative form of disrupting the mind. That is why the first step in constructing newspeak implies stopping the "unnecessary" flow of thinking. For this purpose, decontextualization is the best tool. Paradoxically, ideologists fight against abstract thinking using the very devices of abstractisation.

The silence of minds is governed by the totalitarian devices of newspeak. Ideology creates a false and temporary agreement between speakers and the Power. Taking this course of actions, the center of gravity is submerged to a reductionist dimension of signification. By enstranging from the natural language, speakers lose their sense of reality and create for themselves an imaginary one, a kind of reality substitute.

Eliminating abstract thinking is made possible through strategies of vagueness and ambiguity. Irimescu (2005) considers that "**newspeak** maintains the whole process at the level of the enunciator who operates in these terms – generically called vague – in a uniform and discriminative way for all the enunciatively contexts. Our presupposition is that the necessary inferential processes are replaced in the totalitarian discourse by false referential processes that designate reality in the sense wanted by the speaker.

⁵ Nevertheless, we frequently meet forms of the enunciatively marks in newspeak. They do not mark, however, intersubjectivity, but rather a simulacrum of dialogue, an apparent communion of mutual intersubjective contents that emerge in the one and the same social cultural space.

This operation leads, from the enunciator's perspective, to validation of extended portions of reality in which intertextuality functions as an uncontested argument."⁶ This phenomenon takes place only in strictly perlocutionary marked cases. In the case of maintaining ideology, enunciators function as permanently recyclable instances, in the same sense in which "the conversational subjects" or the scenarios are recycled. Stereotypes also play an important role in the advent of newspeak. The excessive allegorical images do not imply the cult of personality as much as imposing a linguistic model or complex of verbal strategies, inducing, at a subliminal level, a vague sentimentality and creating a false empathy. The metaphorical mechanisms of the natural language are completely distorted in newspeak.

3.2. Eliminating Memories

Newspeak provides a mixture of realities that form a negative mode for the creative human spirit. The real memories must be replaced with peripheral ones and the speaker has to repress himself in each public discursive situation. The linguistic change is stopped, and the natural language is severely distorted⁷. The natural language processing is reversed in what concerns the functional point of view. Newspeak becomes an addendum model, preserved not only by politicians and ideologists, but also by common people.

In a country lead by communists, the period before elections is a decisive moment for ideology reinforcing. Such a country is the Moldavian Republic. *The Communist* (with a circulation of 40000 copies per day) is a newspaper that intoxicates the public opinion with titles such as: *Numai împreună vom obține victoria!* (Only Together Will We Obtain Victory!); *Poporul decide: undă verde sau undă roșie* (The People Decides: Greenlight or Redlight); *Mediul de afaceri va fi îmbunătățit* (Business Environment Will Be Improved); *Nu cădeți pradă promisiunilor dulci ale „democraților”* (Do not Fall Prey to the Sweet Promises of the "Democrats").

The 6 March 2009 edition of *The Communist* is entirely dedicated to the electoral period. The first page captures precisely the glorification of the local *statu quo*:

⁶ Furthermore: "We notice that logocracy manifests itself explicitly at the syntactic and semantic level by cliché, catachresis etc., and implicitly at the pragmatic level by virtue of inferential type processes, which orient the processing of the previous text at the very moment of its production. What in fact constitutes collaboration, an agreement, ultimately a communicative act concentrates, in the political totalitarian discourse, on a single pole of communication, which should validate the discursive act in itself."

⁷ What is relevant from a pragmatic viewpoint is the configuration of a "rhetoric of text that would reflect this very tendency towards fixity, to a dogmatic aspect, repeated in specific structures". „Ceea ce prezintă relevanță din punct de vedere pragmatic este configurarea unei „retorici a textului care să reflecte tocmai această propensiune spre fixitate, spre caracterul de dogmă, reiterat în structuri specifice” (Irimiaș, 2005).

„Vladimir Voronin continuă întâlningrile sale cu alegătorii în alte raioane din republică. În toate orașele și satele, președintele V. Voronin este întâlnit cu deosebită căldură și se desfășoară discuții interesante.”⁸ (Vladimir Voronin continues his meetings with the electors in other administrative departments of the republic. In all the cities and the villages, the President V. Voronin is extremely well received and interesting discussions take place).

At the same time, the newspaper aims to discredit the opponents: „Nu cădeți pradă promisiunilor dulci ale „democraților”” (Do not Fall Prey to Sweet Promises of the "Democrats"). The day of March 8th gives the opportunity for another sequence of newspeak regarding the general orientation towards a glorious future:

„Pentru noi sunteți cele mai scumpe, sunteți întruchiparea dragostei, bunătații, optimismului continuu. Pentru Dvs și împreună cu Dvs vom contribui la ameliorarea calității vieții, vom traduce în realitate cele mai ambițioase proiecte și vom realiza toate cele planificate.” (For us you are the most precious, you are the embodiment of love, kindness, permanent optimism. For you and with you we will contribute to the improving quality of life, we will make our most ambitious projects real and we will realize all that we planned for).

3.3. Reality Substitution

Newspeak artisans substitute the lack of any experiential basis with an illusory reality, affecting reference, representation and understanding. The second reality is added with the precise goal to replace the cognitive / experiential background. As a matter of fact, newspeak adds an illusory meaning to striking expressions, creating an artificial content. Discourse becomes confusing, the receivers mixing up all sort of partial realities and reshaping phenomena in a distorted way.

Language changes its function by virtue of decontextualising all phenomena and, in this process, it extends ambiguity. The reeducation discourse takes the forms of a discourse oriented towards absolute for it imposes to masses with overwhelming authority. Scenarios become peripheral ideological constructs. Human mind disruption derives from a censorship targeting pieces of information that could give a modal substance to knowledge, and also from creating an ideatic system which is extremely schematic, in order to empty the mind of any conceptions or representations that are politically opposed. The systematic lies intoxicate human spirit, words are empty, meanings are useless, and terms such as justice, freedom, and kindness are trapped in the linguistic structures of ideology, and are used without their primary finality.

⁸ Of course, the cold receiving of the President in some regions goes unnoticed. The Moldavian press is not entirely submitted to the repressive Communist apparatus / censorship, fact which determines an interesting dynamics of voice separation. Newspeak coexists with the discourse that claims objectivity: „Vladimir Voronin a fost huiduit la Strășeni” (“Vladimir Voronin was booed at Straseni) (*Timpul*, Friday, March 6th 2009, p. 9); (*Jurnal de Chișinău*, Friday, March 6th 2009, pp. 1/4).

Ideological discourse is cohesive⁹, but the only organizing factor remains the power, The Great Anonymous behind the ideology. Assimilating an official reality, given in its rhetorical forms follows the corrosive action of lie. Repression leads to critical thinking annihilation, to cheating public opinion with formal truths and certainties. Routine will then serve the ideologists to perpetuate power, mass confusion and domination. Ideology creates resisting cells in the peripheral spaces of society, as these spaces preserve the memory of the center even when it is gone. Power is a self-replicating factor, puzzling all sort of propagandistic mind games.

Mass consciousness manipulation through totalitarian ideologies represents the widespread mechanism that ensures power functionality. In this perspective, we cannot talk about ontological good or evil, sin or guilt, divine authority. The situational ethics was excessively used by both Fascists¹⁰ and Communists, as they considered that killing people was fully acceptable under the terms of achieving noble goals.¹¹ Power is revealed in totalitarian discourse, and scenarios are part of this process driven to its last consequences. In this context, both the negative mechanism of the oppressors and the guilt of certain victims (informing authorities etc.) make the destruction of moral and creative essence of the individuals possible.

Ideological connectiveness implies, on the one hand, an operational program in reshaping moral values, imposing schemas that justify situational ethics and, on the other hand, insidious maneuvers, abusive projection of the original schema, professional deforming (press, politic analysts), and manipulation techniques. The social and professional categories create and receive scenarios syndrome, depending mainly on their field of activity and secondly on connection with a motivational optics of the social group. Newspeak induces a *scenarios syndrome*, as it contributes to the emergence of a global perspective that is misleading and manipulating. In fact, recreating history and reality distortion engage the logistics and the strategies of the *scenarios syndrome*. The negative results are the partial or the total distortion

⁹ "Regarded this way, the contextual, codic network will determine progressively the communicative, referential, thematic chains by transferring them not only the cohesive content, but also the typological opportunities (occurrences). Selecting certain syntactic aspects in spite of others is a pragmatic action that confers the text those characteristics that singularize it in one typological class" (Irimiaș, our translation). Textual indices of cohesion are, among others, anaphors, pro-adverbials, accents, pitch, emphasis, contrast, causal relationships between sentences, alternance of the verbal tenses etc.

¹⁰ The method by which Hitler gained mass adherence was manipulation. It is known that to create a climate of hatred against Communists, he set on fire the palace where the Reichstag was meeting and blamed Communists for this crime.

¹¹ Frederic Engels, a close friend of Karl Marx wrote: "Leaving outside the problem of morals, any means, both violent and apparently smooth are right for a revolutionary, if and when they achieve their goal." Making appeal to the same logic, V. I. Lenin wrote once: "The power of Communism relied on a force that cannot be limited to any kind of law or other established rules. Proletariat dictatorship is nothing else than power relying on force. We have to combat religion. This is the alphabet of any materialism and, therefore, of Marxism. Communism abolishes eternal truths, any religion and any morals." Of course, Communism substitutes these truths to the only truth of the dialectic materialism and to any other notions useful to impose its ideology.

of meanings. The human person is reified in an imaginary collective void, its subjectivity being severely damaged. The myth of invisible terror functions as a means of annihilating the power of decision.

Ideology stands for a system of negative polarities, ascertainable through psycho-social reconversions. Facts are dislocated from the monolithic structure of reality and fragmented in methodological derivative projections. The patriotic discourse, for instance, is radically taken out of context and, therefore, becomes meaningless. Its ideology-content is reduced to an expression of violent rhetoric, without any axiological or semantic bases. What really counts is an advertising subliminal message, constructed by all means of persuasion and insinuation. This message tends to keep the mind asleep and therefore to reduce the inner voice of the public opinion. The political field conquers the collective and cultural memory. Press becomes an appendix, a channel for a meaningless discourse, or for propagandistic issues. The style suffers from stereotypy, the vocabulary is full of political terms and the natural language is trapped into the propagandistic canons. The political terms are decontextualized, their reference being abolished. Words such as patriotism or social order are semantically void, as the original space in which they appeared is no longer an option for the new ideologists. The newspaper reporter proceeds to a deconstruction of the cognitive background, making proof of a discontinuity between knowing facts, context, actors and a false subjectivity brought under the appearance of surface objectivity. His statements will have to be considered truth-worthy. Now this is the first step to a massive distortion of reality, which continues to manipulation and imposing newspeak all over the social communicative spaces.

3.4. Destruction of creativity

As an ideological projection, newspeak sets free the ghosts of the intellect, disrupts the alterity, isolates and rewrites meanings in an immanent dialectics of the shown and the not-shown. Logics associate any semantic nucleus with an ideological pre-determinate pattern. Newspeak destroys creativity by inventing a significant addendum, under the angle of a set of rules which are contrary to the primary creative principles. Articulating newspeak means the transposition of the absolute ideological dimension within the frames of a new arbitrary reality. In fact, new models of crystallizing doctrine are constantly created. The parasite meanings cannot destroy the referent itself (although some words are actually eliminated from every day discourse), but it perverts the referentialization. In a void of meaning, the ideological pattern takes many forms of instrumentalization power.

Newspeak presupposes a technique of automatization. Words are transformed in markers for the ideology, and are constantly charged with a super-significant content. Discourse becomes an inertial, hollow structure, without any expressive value or capacity of turning on itself. It is sufficient to add a damaging mechanism in articulating language in order to get the picture of a distorted natural language.

Newspeak is self-limitation and self-singularization. It gives a closed view of a distorted reality, not an open view on the world. Newspeak is a system of signs that are knowledgeable by some distinctive features: newspeak is external to the very essence of language, has a fund of words, creates intermediary meanings, gives a way of thinking through manipulation and aggressiveness.

A solution for alluding stereotypes of this kind is to reinforce metaphor, as in the example above: *Moldovenii s-au vindecat de daltonism* (Moldavians have cured themselves from daltonism). A parallel between the political colors (red – for Communists, and green – for a Democratic Alliance) is submerged to a metaphorical structure and new meanings are created.

3.5. Selection and sense disruption

The strategy of newspeak changes the natural direction in which the universe of discourse is engaged and the selection of terms which designate a state of affairs. While the natural language gives a wide opening to sense, newspeak determines a closure of meanings, and a disruption of the global sense. The spurious meanings will always be partial, fragmentary, distorted. If selection of terms is no longer produced on a creative basis, the freedom of speech and the global character of the sense are destroyed. Associating heterogeneous contents with spurious schemas determines a massive collapse of logics, cuttings of meaning being reproduced on the basis of momentarily necessities.

Being separated from natural language, the meaning is taken out from the conscious levels, and is replaced with a symbolic referent. In newspeak, meanings construct a void super-context which separates the essential in a scale of qualities that would hardly be related to the whole context.

3.6. Subject-object confusion

Ideology separates meaning from the referent, and, in such a process, uttering is deprived of its own speaker. Sometimes, speakers try to solve this problem by exposing their real agenda or beliefs, in private space.¹²

¹² In Roman (2007) Kligman and Lemercier's analyses are taken into consideration, by specifying that in the space of social interactions in Communist Romania a fractalization of consciousnesses was perpetuating, in the sense of a dissimulation and a dedublation of the self in a public component and, irrespectively, in a private component. This act would bring important consequences especially for the discursive behavior. The public facet had a dynamics according to the imperatives of power, fulfilling ideology and adopting newspeak as an official language in all domains of activity, while the inner self was concentrating the real consciousness of the individual, his inland empire, with all his dreams, desires, tendencies, ideals. Implicitly, this dual core personality, this split mind and consciousness will be perpetuated even after the Revolution, with a tendency to become chronic. Scenarios are globally used to create panic, to explain different states of affairs (feminism, the PRO Generation, the Anti-Semitic politics etc.) (Roman 2007). The process of fractalization is continued by repeated separations, creating a private sphere in the public area, a public sphere in the private area and so on.

Many researchers are astonished by a central aspect of the newspeak: the dual existence subject-object. Of course, newspeak brings a mixture of the kind, up to falsifying their status in the activity of speaking.

Newspeak trains the receiver to orientate in the field of ideology. An ideological matrix is designed so that the speakers could unconditionally surrender to the new way of things. The primary need of creating new meanings is no longer an option for the speaker. If he wants to regain the basic status of the natural language, he will have to change his consciousness and to find the truth. Newspeak has a prolonged emergence, permanent restrictiveness in regarding forms, even brutal manifestations of power in creating proper terms for perpetuating ideology.

Ideology and law define in their forms the self and the collective consciousness. Corrupted notions are necessary to be taken off in order to cut the consciousness free from certain forms brought abusively in the foreground.

3.7. Immanent dialectics

Dialectics presupposes not only the intersection of contrary contents, but also their unification and their integration, as a kind of reconfiguration of the reality data, until their complete annulations. In doing so, the ideologists tend to create another state of reality, using a totally different kind of discourse tools.

For instance, communists see reality as a basic necessity, as a struggle of class, but reality in itself does not need to maintain its existence, because it is an existence in itself. There is no sense of necessity for reality to take its course.

4. Concluding remarks

Newspeak is created on false circumstances; therefore it lacks clear-cut referential and informational support. The difference between this type of discourse and, for instance, the scientific one is almost clear: the analytic functionality of the second one is taken in newspeak to dramatize, exaggerate or distort the factual reality. Newspeak does not process reliable pieces of information and, even more, does not refer to facts that would be scientifically demonstrated. Practically, newspeak pinpoints a field of discursive attractors (cultural myths and stereotypes, pre-established schemas for interpretation, misconceptions, clichés, and false images).

By filtrating information at any level (inferential, semantic, referential, cognitive, contextual, actionable), distorting individual perceptions, rewriting history, manipulating public opinion, exaggerating facts, lie, imposing models to behave in society according to the Communist "morals", promoting auxiliary theories, newspeak is constructed as an anarchic discursive space, with submerged levels of discursivization.

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