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**NEWSPEAK IS BASED**  
**ON ARCHITECTURAL**  
**FIRMS FROM**

**SCANDINAVIAN**

**RUSSIA**

**AND THE CYRILLIC ALPHABET,**

**L E T T E R F O R M S**

**WHICH SHOW A**

**DECADENT**

**VISUAL LANGUAGE WITH A**

**SIMILAR**

**POLITICAL UNDERLINE.**

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THE NAME NEWSPEAK COMES FROM THE NOVEL '1984' BY GEORGE ORWELL  
NEWSPEAK IS A LANGUAGE INVENTED SO THAT PEOPLE CANNOT EXPRESS  
THEMSELVES OR THINK IN A WAY OUTSIDE THE POLITICAL DOCTRINE ENFORCED  
BY THE DICTATORSHIP IN POWER THE POSTER FOR ITS RELEASE ORIGINALLY  
FEATURED A PICTURE OF TONY BLAIR - THERE IS AN OBVIOUS CONNECTION BETWEEN  
NEWSPEAK AND THE WAY THAT THE BRITISH LABOUR PARTY CONSISTENTLY  
TRIES TO MANIPULATE AND CONTROL TONY BLAIR'S IMAGE IN THE MEDIA,  
PRETENDING THAT THEIR POLICIES ARE SOCIALIST WHEN WE KNOW MUCH  
OF WHAT THEY DO FUNDAMENTALLY GOES AGAINST SOCIALIST PRINCIPLES

10PT LOWERCASE

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10PT UPPERCASE

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