

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Nowadays the advertising world has developed rapidly and it has spread widely. The activity of promoting something is called advertising. According to Green, “advertising is a form of communication paid for by individuals or companies, with the aim of influencing people to think or act in a particular way or providing information” (Green 6).

In daily life, we can find various types of advertisements such as food, drink, cosmetics and gadget. The products of those advertisements can be in the form of goods or services. One of the most significant things in advertising a product is putting a slogan or tagline in order to make the product easily remembered.

According to Charles L. Whittier, in his book *Creative Advertising*, a slogan “... should be a statement of such merit about a product or service that is worthy of continuous repetition in advertising, is worthwhile for the

public to remember, and is phrased in such a way that the public is likely to remember it” (Whittier 403).

One of the most well-known slogans that we have heard for years is from the Panasonic brand “Ideas for Life” (“About Panasonic”). All texts or slogans related to doublespeak will be analysed.

In this thesis I will analyse the use of doublespeak of the verbal text in the advertisement. I have chosen to analyse cosmetic advertisements because in cosmetic advertisements the reader can find a lot of words, phrases or expressions which belong to doublespeak. Besides, finding the data of cosmetic advertisement is quite easy as they are often advertised in the Internet. The words that are advertised are likely to contain doublespeak, since the aim of a beauty product is to beautify a woman,

There are two types of media that are frequently used, namely printed media and electronic media. Television, radio, and the Internet are types of electronic media, while banners, magazines, catalogues and newspapers are examples of printed media. Among those media, the Internet is the most effective tool to promote an advertisement. Moreover, the Internet is a sophisticated media that has complete visualization that can show various colours, pictures and even sounds. They all make the product more interesting, so that the reader can be attracted to buy the product.

In advertising a product, the advertiser will most probably use doublespeak. Doublespeak is a branch of pragmatics. According to Lutz, doublespeak is language that is “constructed to appear to communicate when in fact it does not” (Lutz 19). The use of doublespeak in advertisement is as vital as a

tagline or slogan because doublespeak can play on words and make an ordinary product appear better. Doublespeak can make something more attractive and interesting because the main purpose of it is to mislead the reader. At this point, the reader will most probably fail to understand what the advertisement actually says. As a matter of fact, the product does not promise anything. Doublespeak seems to promise something because it plays its role to mislead the reader.

In this thesis, I have decided to discuss a cosmetic brand, named *Rimmel*. I am interested in Rimmel product because I would like to know more about how doublespeak works in advertising Rimmel product.

Rimmel is a famous cosmetic product from London. It has been introduced and marketed in some countries. At first, *Rimmel* only focused on one type of cosmetic product for the eyes, but then along with its development *Rimmel* also created cosmetic products for the face and lips. *Rimmel* cosmetics with high quality can be purchased with an affordable price (“About Rimmel”).

It is widely known that cosmetics are created to beautify people, especially women. Thus, the advertisement of a cosmetic product should be interesting. In advertising a cosmetic product, the advertiser puts interesting words or phrases which can make the reader feels that the product can make her look more beautiful. Those words or phrases may contain doublespeak.

By reading this thesis, the reader as the consumer is hoped to be more aware and critical towards doublespeak that can be found in many advertisements, especially in beauty products, so that the reader can discover more about what the advertisement says and what it actually is.

Total Words: 694

1.2 Statement of the Problem

The problems that will be analysed are formulated as follows:

1. Which words or phrases in the advertisement belong to doublespeak?
2. What type of doublespeak is each word or phrase categorized into?
3. How does the use of doublespeak in the advertisement mislead people?

1.3 Purpose of the Study

The purpose of this thesis are as follows:

1. To identify the words or phrases which belong to doublespeak.
2. To categorize each word or phrase into the type of doublespeak.
3. To explain how the use of doublespeak in the advertisement misleads people.

1.4 Methods of Research

There are four steps that I used in writing this thesis. First of all, I read the theory. Next, I looked for the suitable and reliable source of data and then I analysed the data. Finally, I wrote the research report.

1.5 Organization of the Thesis

The thesis consists of four chapters. The first chapter is Introduction, which is divided into five parts: Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research and Organization of the Thesis. Chapter Two is Theoretical Framework, which contains the theory that is used to support the data analysis. Chapter Three is the analysis of the data.

Chapter Four contains the conclusion of all the analysis. At the end of the thesis, I provide the Bibliography and the Appendices.