

## CHAPTER FOUR

### CONCLUSION

In this chapter, I conclude that the advertisement contains doublespeak, namely **puffing**, **weasel word**, **unfinished word**, **up to claim**, and **jargon**. Nevertheless, the Rimmel's mascara advertisement, the advertiser does not use parity claim.

I come to a conclusion that doublespeak focuses on two aspects: quality and quantity. The term *quality* emphasizes on the sales-factor, luxury and prestige while the term *quantity* emphasizes on the size of the mascara.

The aim of using **weasel word** is to put emphasis on a quality in terms of sales-factor. Since the use of the weasel word is the most effective yet simplest way to mislead the reader, weasel word is used more often than any other types of doublespeak. I conclude that weasel word is the most effective device to mislead the reader because weasel word can draw the reader's attention by putting the

commercial language and at the same time weasel word also appears to give promises to the reader. The advertiser wants to highlight the quality in order that the reader will be interested in the product and the mascara will be sold easily. For instance, the advertiser changes the appearance of the product so as to make the reader interested. Even though there is only a little change whether in the product or in the packaging, the advertiser can state that the mascara is new and make the reader keeps her eyes on the product. In my opinion, something new can help the advertiser to increase the sales because the latest product is always attractive for the reader to buy.

The next type of doublespeak that is most frequently used is **unfinished word**. In my opinion, the use of unfinished word in the advertisement is to highlight the gimmick effect of the product. Unfinished word emphasizes the quantity of the product in terms of size, for instance, when the advertiser says that the product is bigger. In my opinion, the advertiser actually does not have a certain standard of the size but it looks very appealing for laymen since it leaves a kind of mystery, but actually it shows the weakness of the product because of the unclear standard that the advertiser can state; yet, it is very effective for an advertisement.

I also find out that the **up to claim** is mentioned twice which is in data 1 and 3. In my point of view, the up to claim is used in the advertisement in order to highlight the quantity of the product in terms of size. In my opinion, by using up to claim the advertiser can appear to enhance the quantity of the product explicitly and at the same time the reader is misled. For instance, by looking at the number, the reader will think that she has got enough information that sounds promising.

The reader will be interested because of the number in the up to claim that sounds big, clear and impressive to the reader even though the fact is not like what the advertiser has said.

Furthermore, the use of **puffing** in advertisements is essential for its aim is to mislead the reader. In my opinion, the advertiser uses puffing with the aim to emphasize the quality in terms of the luxury or prestige of a product. The use of puffing can increase the value of a product because puffing uses unusual words to get the reader's attention. Unusual words tickle the reader's curiosity and then make the reader feel impressed by the advertisement. The use of puffing can make the mascara seem luxurious although actually it is not like that. In my opinion, women want to use a product which is luxurious and prestigious.

In my analysis, **jargon** is the most rarely used in the Rimmel mascara advertisements. It is only mentioned once in data 1. In my point of view, jargon is almost similar to puffing in focusing to the quality by using unfamiliar words in order to make the product seem more luxurious and have a quality. By using jargon the advertiser arouse the reader's curiosity. For example, by the word *antioxidants* the advertiser wants to claim that the product is excellent. Since the reader does not know what the meaning of *antioxidants* is, the reader will directly think that the product is special and consequently purchase the product to get what the advertiser has promised.

The type of doublespeak which is not found in my data is parity claim. In my analysis, I do not find the word such as number one, ultimate or the best which belongs to parity claim because the advertiser does not use it. Besides, it seems

the advertiser does not want to compare Rimmel's mascara to other brands which are typically the same.

I find that analysing advertisements using theory of doublespeak is very interesting because it gives me a new understanding that doublespeak is merely a play on words and the advertiser only tries to make it easy to sell the product without any intention to lie. By using doublespeak, the advertiser finds the right way to minimize the shortfall of the product that is being offered. Since the advertisement is made as attractive as possible, we have to be careful so as not to be easily deceived. Although, the advertisement is eye-catching, we do not need to buy the product if we do not need it.

Since this thesis is concerned with advertisements of mascara, in analysing every word in the advertisement I use the type of doublespeak especially for advertorial. However, if my thesis is extended, I may find that my data source can be analysed by other types of doublespeak other than advertorial types. In my analysis, I find that jargon is the general type. My data can also be analysed by using Semiotic approach namely by analysing the pictures in the advertisement.

In the end, I hope that my thesis also be useful for other writers who are interested in analysing doublespeak. I also hope my thesis also will provide new knowledge to anyone who has read this thesis. We must be aware when seeing or hearing an advertisement. Doublespeak neither limits nor forbids us to purchase the products but when we understand the effectiveness of doublespeak, we can be wiser in buying any products. It is hoped that by knowing doublespeak we will not buy anything we do not need simply because we are attracted by what the advertiser says.

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