

# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 Background of the Study**

As part of the marketing strategy, communication between the company and the reader is important. Companies or organizations need to find the best ways to communicate with their marketing target, which can be called their readers. Without communication, an organization or a company cannot succeed; on the contrary, it can go bankrupt. To prevent this situation, companies or organizations have to find ways to promote their product or services to their customer through a means called advertising. They use advertisements as their media to communicate with the reader. “Advertising consists of all activities involved in presenting to an audience a non-personal sponsor-identified, paid-for message about a product or organizations” (Khan 1).

Advertising is used to communicate business information to the reader. It is important for both the advertiser and the reader. However, it is more important for the advertiser because they use advertisement to persuade the reader to buy

their products or services. As an advertisement is used to communicate something, it must carry a message about the product. “Advertisement builds up the reputation of the advertiser. This increases the good will and reputation of the firm, which is necessary to fight against competition on the market” (4).

The topic of my thesis is doublespeak in some Oral-B advertisements, and in this thesis I would like to analyze the language which is used by the advertiser to communicate with the reader. To be more specific, I would like to analyze only the taglines and other information about the products, but not the brand names of the products.

I am going to use Pragmatics as the linguistic area that my topic belongs to, and I use Doublespeak to analyze the language that is used by the advertiser. Doublespeak is “language that pretends to communicate but really does not” (Lutz 1). It is used to hide the true meaning of the words. Based on *Doublespeak* by William Lutz, it is said that Doublespeak is “language that makes the bad seem good, the negative appear positive, the unpleasant appear attractive or at least tolerable” (1).

Advertisements use doublespeak to persuade the reader to buy their product and also to promote and attract the reader about a product. It is an effective way for the advertiser to communicate their product. Doublespeak can make something softer and not harsh; it can also claim something which in reality is not like that and it helps the advertiser to claim that their product is better than other products of the same kind.

In general, there are four kinds of doublespeak based on Lutz, namely euphemism, jargon, gobbledygook, and inflated language. However, this thesis will focus on doublespeak in the advertising world. There are four kinds of doublespeak in the advertising world: parity claim, weasel word, up to claim and unfinished word (Lutz 83) .

The reason why I choose this topic is because I see that some products, like toothpastes and toothbrushes are so common in our life. The reader can find these products easily in their lifetime. Products about tooth treatment are some of the products which are used in everyday life. Moreover, I feel interested in doublespeak because we can reveal the hidden meaning from the data with the theory; with doublespeak the reader can know the true meaning, or the real meaning, about the products. Another reason is that it is interesting to know how such words in advertisements can mislead the reader's mind.

The whole world is filled with advertisements. Not only that but it is also dominated by advertisements. No one can get away from advertisements since it can be found anywhere and at anytime. Advertisements appear on the radio, television, magazines, newspapers, billboards and the Internet. Nowadays it is easier for the reader to find advertisements on the Internet. The advertiser uses the Internet to communicate about their products. The Internet is the most effective media of communicating as there is no constraint in that media. Anyone can search for anything at anytime. Thus, many advertisers use the Internet as one of the major forms of media to increase their sales or their profit.

This thesis is written to inform and give the reader understanding that advertisements have an implied meaning and the advertiser tries to communicate their products to their reader using language that can mislead the reader. Furthermore, I would like to tell the reader that there is a theory which can reveal the implied meanings behind the language that is used by the advertiser. From this thesis the reader can pay more attention to each word in the advertisement because not everything in the advertisement communicates the product, as sometimes it is just an empty word without any meaning.

**787 words**

## **1.2 Statement of the Problem**

The problems in this study are formulated as follows:

1. Which words or phrases in the Oral-B advertisements contain doublespeak?
2. What kind of doublespeak do those words or phrases belong to?
3. How does doublespeak mislead the reader?

## **1.3 Purpose of the Study**

Following the statement of the problems, the purposes of the study are:

1. To identify which words or phrases in the Oral-B advertisements contain doublespeak.
2. To identify what kind of doublespeak those words or phrases belong to.
3. To show how doublespeak misleads the reader.

## **1.4 Method of Research**

The first step in doing the analysis was searching for the theory about doublespeak. Secondly I learnt about the theory before doing the analysis. The next step was gathering and analyzing the data from Oral-B advertisements and the last one was writing the analysis.

### **1.5 Organization of the Thesis**

This thesis consists of four chapters. Chapter One is Introduction, which contains Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research and Organization of the Thesis. In Chapter Two I explain doublespeak as the primary theory of the study. Chapter Three contains the analysis of the data. Last is Chapter Four, which contains the conclusion of the discussion in Chapter Three. At the end of this thesis there are Bibliography, consisting of the sources and the references which are used to support this analysis, and Appendices.