

CHAPTER FOUR

CONCLUSION

In this chapter, I would like to present the conclusion of the analysis of doublespeak in ten Oral-B advertisements. Besides this, I would also like to give my personal opinion and comments on the findings elaborated in the previous chapter. From the analysis, it is clear that the advertiser uses the four types of doublespeak in the advertising world, which are weasel words, unfinished words, up to claim and parity claim to promote the product to the readers.

The most common type of doublespeak which is used in the Oral-B advertisements is weasel words. Out of the ten Oral-B advertisements analyzed in this thesis, weasel words can be found in nine advertisements. Weasel words become the most frequent type which is used in the advertisements because, in my opinion, it is easier for the advertiser to promote their product to the readers using weasel words. By using weasel words, the advertiser can make something ordinary become extraordinary. Most people will not realize that the advertiser

uses a weasel word when promoting a product to the readers because they have to think about the words in the advertisements more than once if they want to see the real meaning of those words.

I also find out that the word *clean* is the most frequently weasel words used in the Oral-B advertisements analyzed in this thesis. It can be found in data 3, 4, 6, and 10. It can be understood that the word *clean* is used to promote the product of Oral-B because the main function is as a cleaning tool for teeth.

Another common word which is used to advertise the product is the word *help*. This word can be found in data 1, 3, and 10. Most readers usually just pay attention to the claim that comes after the word *help* because they think that the products can really perform the claims as it is promised in the advertisements without considering the meaning of the word *help* itself. If the advertiser wants to show that this product can clean the teeth or can perform the claims, the advertiser does not have to use the word *help*. This word has been used to minimize the weakness of the product, which only assists to clean, or to fulfill the claims about the teeth.

Besides the word *help*, the word *new* is also frequently used by the advertiser to create a dramatic effect about the advertisements of the product. The word *new* can be found in data 2, 5, and 7 in this thesis. By using the word *new*, the readers will think that this product is completely new, while in fact the advertiser just makes a small change to the product. For example, the advertiser changes the color of the package, which is not related to the function of the product, but the readers are made to believe that this product is different,

is better than the older one, and may give a different benefit to the readers after using the product.

The type of doublespeak that is rarely used in the advertisements is parity claim. It can be found only in data 4, 5, and 10. In my personal opinion, the advertiser rarely uses parity claim in the advertisements because it is too risky for the advertiser to claim that his product is the best product among all the brands. It will create disagreement in the readers' minds as they may have already tried other toothbrush brands. Besides this, the advertiser just wants to explain that their product is better than the other brands. The advertiser does not want to state that the product is the best product because this can be debated by the readers or by other companies with the same type of product.

From those analyses, it can be concluded that the advertiser uses doublespeak to promote their product. The advertiser cannot be considered to lie to the readers about the product. The advertiser is just being smart when he uses particular words to advertise the product to the readers. The advertiser just wants to minimize the weakness of the product by using particular words that can make something ordinary become extraordinary. The advertiser chooses specific words to make their product be outstanding. The readers need to pay more attention to the meaning of each word in the advertisement and then they would realize that the product is not as extraordinary as it is claimed to be in the advertisements.

In my personal opinion, there are some advantages of studying doublespeak in the advertising world. First, doublespeak can give us more knowledge and understanding about how an advertiser clearly advertises the

product to the readers and also about how the advertiser chooses the words carefully to convince the readers that the product is important; thus, they think that they must quickly have the product purchase. Second, doublespeak can sharpen our linguistic awareness when reading the tagline of a product. We will be more careful and pay more attention to the meaning of each word that is used in the advertisements. If we know doublespeak we will not be misled by the words in the advertisements. On the contrary, we will think twice about the product before buying it. Doublespeak also makes us more critical if we want to buy something. It makes us realize that each word in the advertisements has the same importance in meaning; thus, we have to consider the meaning of each word one by one.

Last but not least, I would like to give some suggestions for future researchers. It is important that they understand well the differences between the four types of doublespeak in the advertising world because some words can sometimes be classified into more than one type of doublespeak. Besides this, we also have to be careful and sensitive to define which type those words belong to in doublespeak. If future researchers wish to analyze doublespeak by using advertisements as their data, it would be much better if the researchers use the data from the same brand, or the researchers can use the same type of product from the same brand, for example, some mascara advertisements from Revlon or some toothpastes from Pepsodent. It will be easier for the researchers to make a conclusion if they choose the advertisements from the same brand, especially if it is the same type of product.

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