

## CHAPTER FOUR

### CONCLUSION

In this chapter I would like to state some concluding points based on the findings of the forms of doublespeak found in some online Clinique advertisements that have been explained in the previous chapter.

I conclude that doublespeak can easily be found in Clinique advertisements. Uniquely, when I search the data, I find some Clinique advertisements that contain many texts which persuade the consumers to put their attention to the product.

In the Clinique advertisements, the advertiser does not put any beautiful models in his advertisements. The advertiser just puts the picture of the product and a lot of text. It can be said that the advertiser uses the verbal text as his main tool for making his advertisements; that is why, he uses more verbal text than the images or visual text.

In my opinion, the reason for the advertiser using the verbal text as his main tool in the advertisement is because the verbal text helps a lot in elaborating the positive things about the product. This will certainly become very effective in persuading the consumers so that they will instantly buy the product or at least the consumers become familiar and know what is in the inside of the product.

The use of the words containing doublespeak is so intense in these advertisements, as seen in the total number of doublespeak found. This is obvious in Chapter Three, in which it is explained that there are forty data of doublespeak found in only three Clinique advertisements.

Based on the findings in Chapter Three, the advertiser uses 31 weasel words and 9 unfinished words. Thus, weasel words are the most dominant type of doublespeak in Clinique advertisements. The purpose of using weasel words is that the advertiser can make a claim for his product but in fact, he does not make any claim at all. In addition, the purpose of using unfinished words is to make the consumers or the readers captivate by the product without declare any promise about the product. In my opinion, the use of weasel words can help the advertiser to make his consumers impressed without realizing that they are being misled. I also believe that the use of weasel words is the most effective doublespeak type to mislead the consumers, because the consumers are easily impressed by “big” words like *amazing*, *fantastic*, *new*, and so on and think about the positive claims of the product.

In some advertisements, I find some weasel words and unfinished words which are used more than once used. They are *more even tone*, *virtually*, *new* and

*help*. In advertisements 2 and 3, the phrase *more even tone* refers to the result of how this product works to the consumers' skin when the consumers use it. The phrase *more even tone* is an unfinished word that makes the consumers have their own claim with their own standard about the skin tone. This is a clever strategy as consumers are let to assume that when they use the product, their skin will get some skin tone improvements; whether it is darker or brighter than before.

The words *virtually* and *help* are two of the most powerful weasel words. In the advertisements the word *virtually* and *help* are just a distraction for the consumers. The consumers usually tend to pay more attention to the words after *virtually* and *help*. In my opinion, the words *virtually* and *help* are effective to use in a cosmetic product advertisement. Consumers, especially females, are easily made to believe the promise and attraction of the words after *virtually* and *help*.

In Clinique advertisements, the words after *virtually* and *help* are the top issue for females. For example, the phrase *help defeat lines and wrinkles* contains the top issue about the beauty of face skin. Most females want their skin to have no lines and wrinkles that show the signs of aging. Thus, by using the words *virtually* or *help* before or even after the phrase, most females are led to use the product to get the results mentioned.

Advertisements 1 and 3 use the word *new*. This word is one of the most frequently used weasel words in advertisements. The advertiser tricks the consumers by using the word *new*. In my opinion, the word *new* is like a magnet for the consumers to buy the product. Every time we read or find the word *new* in an advertisement, we will think to buy it because it is the only recently produced

product of a brand. We will be so curious about the product that we want to try it. Besides, the advertiser lets us as the consumers feel curious and give us a chance to guess what the new thing of the product is.

As an overall comment, I conclude that doublespeak is a significant part of advertisements. Doublespeak gives advertisements more varieties and thus, they make the advertisement more interesting and impressive. In the advertising world, doublespeak gives outstanding appeals. To be more creative, the advertiser or the product maker should use doublespeak as their tool and connect it to what is really attractive for their consumers in facing the competitiveness of the advertising world.

Using doublespeak in advertisements is also a smart strategy because the advertiser can mislead the potential consumers without being afraid of being sued. This is because doublespeak lets the consumers make the interpretation themselves without having to explicitly starting too much about his product to the consumers.

Finally, I would like to say that students of the English Department who are interested in doing an analysis of the use of doublespeak in advertisements are recommended to choose advertisements which have various types of doublespeak. In this way, the analysis can show a more thorough elaboration of doublespeak.

Words: 956