

CHAPTER FOUR

CONCLUSION

After some theoretical frameworks are used in the analysis of doublespeak, conclusion of the analysis is drawn together in this chapter. Based on my analysis, I conclude that weasel words is the most common kind of doublespeak that is used in the advertisements. Commercial effect is one of the main purposes of the use of so many weasel words. The use of weasel words is an easy way to attract consumers to buy the product advertised. When the consumers glimpse at the advertisement, they will be influenced; furthermore, they will be curious about the product and they will desire to buy it. What's more, the consumer will easily spend their money on the product advertised.

For the advertisers, weasel word is an effective way to promote and introduce the product. A weasel word is an easy choice to advertise something because the advertisers do not need to prove what they claim in the advertisement. For example, when they claim that the product will make the skin healthy, they do not need to prove it clearly to the consumer about how healthy the skin will be

after using the product in the advertisement.

Garnier, a company that produces cosmetic products which are good for the consumer advertises their product by using **weasel words**, such as “instant”, “brightens”, “smoothes fine lines”, “hide dark circles”, and “oil-free”. The use of the word *instant* for example is an effective way to make the consumer believe that the product can give them instant result. Busy people still want to have a good appearance but they do not have much time and they need instant product to improve their appearance in a short time. When they read what the advertisement says, that it sells instant product, they will be interested in the product. When the advertisement claims that the product can give instant result, people who read it will think of the word *instant* according to their own perception. They are not informed of how fast the product actually works.

Another effective way of the use of **weasel words** is found in the word *brightens* in the advertisement. It makes the consumers believe that their skin will be brightened. Since *brightens* itself has a positive meaning and people generally want something positive for themselves especially for their skin, *Garnier* uses the word. People have their own ideas of *beautiful* but many of them think that *beautiful* means having fair skin, and fair skin amounts to bright skin. Many people like having bright skin. That is why *brightens*, which is a weasel word, has a great commercial effect and the product will sell quickly because they want to have the characteristic of *beautiful*.

In my opinion, the use of **weasel word** in general is also related to the impression that people get, the fact, and the relativity or perceptions. On the one hand, people will get the good impression that makes them interested to the

product but on other hand, the fact that they get is not as good as the impression that they have had. Also it can be related to the relativity or perception because when people listen or see one word, they will have different standard and different perception of the word.

In my opinion, the first target market of *Garnier* is young-adult females, who usually have oily skin and acne problems. Acne problems happen because the skin that has too much oil. Because of that, *Garnier* makes products for oily skin and acne problems that many young adults need for their skin. When the advertiser uses the word *oil-free* which is a **weasel word**, even though the young-adult females only glimpse at the advertisements, they will be interested in the product and eager to buy it. Although the first target market is young-adult females, *Garnier* also makes products for adult females who usually have ageing problem such as wrinkles or fine lines and dark circles under the eyes. A lot of adult females want to look younger than their actual age, so *Garnier* makes the anti-ageing product in order to make the adult females curious and eager to try the product personally.

In my data , I find that the number of **up to claim** and **unfinished words** are the same. The advertiser uses up to claim in the advertisement to give the impression on the potential consumers that they will get the result as has been decided by the advertiser. Up to claim in the advertisement expresses the ideal situation. In my opinion, the ideal situation is the situation which the consumers get the ideal result after using the product. The advertiser also uses unfinished words to make the consumers have their own perception about finishing the sentence in the advertisement so they will not blame the advertiser if the

result is not as good as they have expected.

The use of up to claim and unfinished words in the advertisements that I analyze is fewer than the use of weasel words because up to claim and unfinished words are rarely used in the advertisement. In my opinion, the advertiser uses up to claim as a complement to weasel words. The advertiser also uses unfinished words if he does not want to be responsible to the consumers for the way each consumer finishes the sentence. An example of up to claim as a complement to weasel words is in the phrase “up to two tones fairer”. The word *tones* here is a weasel word. The sense of the word *tones* can be stronger when it is combined with up to claim. The word *tones* does not refer to any specific standard, but if we combine the word *tones* with up to claim, the standard will be clearer. The phrase “up to two tones fairer” can also be used as an example of unfinished words because in using this kind of doublespeak the advertisers do not want to be responsible while being tricky. The advertiser purposely leaves the word *fairer* in comparative form because they want the consumer to create her own claim. Consequently, if the result that the consumer gets is different from the consumer’s claim, she cannot blame the advertiser because the advertisement does not make any claim.

According to doublespeak theory, there are five kinds of doublespeak, but in my analysis, I do not find two kind of doublespeak. The first one is puffing and the second one is parity claim.

In this chapter, I would also like to make some suggestions for the readers of this study and the consumers who expect to improve their knowledge and awareness of the meaning of an advertisement in order that they will not be

deceived and so that they can be more carefully in choosing a product they will use. There are two suggestions I would offer to those interested in analyzing *Garnier* product advertisements. Firstly, they can use doublespeak theory by William Lutz, which is a part of pragmatics as what I have done in this thesis. Another suggestion is to analyze *Garnier* product advertisements by using semiotics. When using semiotics, the readers can use the theory by Ferdinand de Saussure. They can see the pictures and the pictures can be analyzed by means of semiotics. Besides the pictures, they can also analyze the advertisement that contains words and symbols. Analysing the use of doublespeak in advertisement may help the readers to not be deceived, while the use of Ferdinand de Saussure's theory of semiotics may help the readers to understand the intention of the advertiser.

(1256 words)

