

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

This thesis is a study of the use of doublespeak. The study is specifically based on sixteen Wendy's advertisements from the Internet.

Advertisement is "a notice, picture or film telling people about a product, job or service" ("Advertisement," 1989). The reason why advertisements exist is that companies want to sell their products and introduce them to consumers. Using advertisements is the best way for the company to sell their products to the market as well as to introduce them (Small Business, 2012).

Advertisements can be found anywhere on the media, such as television, radio or newspapers. With the development of technology, the advertisements also can be found in the Internet. There are many companies that have advertised their products using the Internet; these advertisements are called online advertisements (Small Business, 2012).

Doublespeak in advertisement can mislead the customers by the language and words that the advertisers give to the customers. The use of language and

words that are used in advertisements which make the customers believe and buy the product is very interesting for me to analyze. According to William Lutz's *Doublespeak*, "Doublespeak is the use of language that pretends to communicate but does not. Doublespeak can make the bad seem good, the negative appear positive and the unpleasant seem attractive" (Lutz, 1990, p. 1). By making fake promises and misleading the consumers, advertisers can make their products seem the best product ever when in reality there is nothing special about it.

I would like to analyze Wendy's advertisements that I found in the Internet, because I find many examples of doublespeak that are used in Wendy's advertisements about their delicious food, which makes it interesting to be analyzed.

Fast food restaurants always claim that their product is the best product (Science How Stuff Works, n.d.). The words that the advertisers use to mislead the customers are what I am going to analyze. The claims and the promises that the advertisers make using doublespeak can convince the customers, make the customers believe in their products and buy their products.

Fast food restaurants are very popular for those who do not have time to cook their own meal, for those who do not want to waste their time cooking meals and for those who are in a hurry. The service that fast food restaurants give is fast. The prices that fast food restaurants offer are quite affordable for people; thus, they do not have to worry about spending too much money if they buy fast food. Fast food restaurants offer a limited menu; they usually serve hamburgers, fried chicken, French fries, bread, soda, and similar items of food and drink (Science How Stuff Works, n.d.).

“Wendy’s is an international well-known fast food restaurant that was founded by Dave Thomas on November 15, 1969, in Columbus, Ohio. Wendy’s menu consists of hamburgers, chicken sandwiches, French fries and beverages. Wendy’s marketing in product placement seen in films and television. Wendy’s advertisements use a picture and a tagline which are used to attract the customers’ attention to buy their products, by claiming that Wendy’s is better and the best” (The Wendy’s Company, 2013).

I choose Wendy’s advertisements because the advertisements contain many forms of doublespeak. In the thesis, I would like to discuss all the expressions in Wendy’s advertisements that contain doublespeak.

The purpose of the advertisers in using doublespeak is to attract the readers’ attention and to persuade the readers to buy their product. “Doublespeak surrounds, engulfs, pervades us in advertising” (LA Times, 1989).

The significance of my thesis is that the readers will be aware of the fact that product advertisements are often misleading and give false promises. Therefore, the consumers will be careful and not be lured by the use of doublespeak. (700 words)

1.2 STATEMENT OF THE PROBLEM

Based on the Background of the Study, the problems are formulated as follows:

1. Which part of Wendy's advertisement contains doublespeak?
2. What type of doublespeak does it belong to?
3. How does the doublespeak mislead the readers?

1.3 PURPOSE OF THE STUDY

1. To identify which part of Wendy's advertisement contains doublespeak.
2. To find out the type of doublespeak that is used in the advertisement.
3. To discuss how the doublespeak misleads the readers.

1.4 METHOD OF THE RESEARCH

First, I collected Wendy's advertisements that I found on the Internet. The second step was I analyzed the advertisements and classified the words which were considered as doublespeak into the types of doublespeak. The last step was discussing the reason the advertisement had misled the readers. Then, I wrote the report.

1.5 ORGANIZATION OF THE THESIS

The thesis consists of four chapters. Chapter One is the Introduction, which contains the Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research and Organization of the Thesis. Chapter Two is Theoretical Framework, which presents the theories to support the data that I

analyze. Chapter Three presents the analysis of the data. The last chapter is Chapter Four, which is the conclusion, with comments and my opinion. The last part is Bibliography and Appendix.

