

CHAPTER FOUR

CONCLUSION

Now that I have finished analyzing sixteen data in Chapter three, I found a conclusion of my thesis which is focused on doublespeak in the Wendy's advertisements. Based on my background of the study, there are three statements that I seek a conclusion for in this chapter.

The purpose of Wendy's advertisements using doublespeak is, first, to center on accentuating the quality of the product, and sometimes the quantity. The second reason is to sell their product in order to make their product one of the best-selling products. The third reason is because doublespeak is direct: direct here means the words and language that are used in doublespeak is to the point and easy to understand. The fourth reason why Wendy's advertisements use doublespeak is because doublespeak is easy to target customers of all levels, which means all kinds of customers will understand the words that are used in doublespeak and also the catchy words in doublespeak.

I arrive at a conclusion about some words using doublespeak that are found and used in Wendy's advertisements.

The first word that is most used and found in Wendy's advertisement is the word *new*; by using the word *new*, it means the quality of the old product has been fixed. *New* in the advertisement does not mean that the product is just launching but it can be the improvement of the previous product and to make the old product better than before. The example of the word *new* that I will take is from the tagline *New thicker, juicier hamburgers with freshest premium toppings*; here we can see that the quality of the previous burger product has been fixed and upgraded with better quality.

The second word that I give a conclusion about is the word *best*. By using the word *best*, Wendy's quality is unquestioned, which means there is no other fast food restaurant which has Wendy's quality. Wendy's is really sure that there is no other restaurant which can compare their quality of products, tastes and so on. The example of the word *best* that I found in the advertisement which represents all the meanings of *best* is the tagline *Our founder Dave Thomas said it best quality of our recipe*. Here, Wendy's states that they have the best quality of the recipe compared to other restaurants, which means they are reassuring the customers that their quality is unquestioned.

The third word is *big*; by using the word *big*, Wendy's states that the size of their product is enhanced. It means that they give extra size to make sure that the customers are satisfied. The example of the word *big* is from the tagline *Big flavors lots of possibilities*; here Wendy's wants to make sure the customers that they will get a big flavor.

The last word that I am going to discuss is the word *more*. Wendy's uses the word *more* to state the quantity of their product. This means that they give the

customers more than other restaurants and more than what the customers expect. The example of the word more in my thesis is from the tagline *Every day, in fact, the only thing about it that is not a mouthful, is its more*. From the tagline, the word more here is a promise from Wendy's that they will get more in the quantity of their product. Wendy's keeps using the words *new, best, big* and *more* to emphasize the quality features of the product.

From some words that I have discussed earlier, I will give some conclusion of types of doublespeak that are used in the Wendy's advertisements.

I conclude that *weasel words* used by Wendy's shows simplicity and attraction. After using *weasel words*, the customers will feel attracted to Wendy's product because Wendy's has their own simplicity which makes them special and that makes their customers always come back again to Wendy's despite the fact that there are many other fast food restaurants. Even though sometimes through weasel words the claims are not always true, however Wendy's customers always come back and buy again Wendy's product.

Through *unfinished words* Wendy's shows their portion to the customers. Also, through unfinished words Wendy's wants the readers to finish the rest of the sentences by themselves. This means Wendy's always wants to give extra and give more to their loyal customers, despite the fact that every person will have different opinions about the rest of the sentences.

Through *parity claims* Wendy's wants to show their rank and their position in the category of fast food restaurants. By using some parity words like *best* and *ultimate* Wendy's wants to emphasize their reward. Wendy's knows that despite the fact that there are so many fast food restaurants, their rank and position

is always on top and they have their loyal customers who always buy and love their product.

The last doublespeak category which I did not find when I was analyzing Wendy's advertisements was *up to claim*, which means that Wendy's does not really care about the price; according to their advertisements, they focus more on the quality of the product rather than the price itself. Usually, in fast food advertisements there are found many up to claims, however Wendy's does not do so. Wendy's customers know that with the best product price it does not really matter and they will keep being Wendy's loyal customers.

I hope in the future there are more analyses about the language used for doublespeak in Wendy's advertisements, because the words that they use in advertisements can be analyzed even further and people can be more aware of doublespeak. With this conclusion I hope people who read my thesis will be more careful of doublespeak and they will not be lured by doublespeak in the future, despite the fact that people cannot get away from doublespeak because doublespeak is around us everywhere. (1102 words)