

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

In this social life, one of people's characteristics is consumption. It is a fact that we cannot live without consumption. In everyday life we always deal with buying and using goods such as food, health products, and clothes, to fulfil our life necessities, whether it is our basic necessity, secondary necessity, or even tertiary or luxurious necessity. In addition, consumption is not determined by a person's social status or economic status; It becomes a part of our life. Nowadays consumption has even become a lifestyle and anyone with high consuming desire has a bad habit of consumption which is called consumerism.

Based on this phenomenon, many companies race to peddle their products. They try new clever ways to attract people to buy their products. One and the most effective way is through advertisement. People can easily find advertisement everywhere, in their houses, offices, schools, public areas and so on. It seems that there is no day without advertisement. When people watch television, many commercials appear. When people read newspapers or magazines, there are a lot of advertisements inside. When people are on the road, they can see many

advertisements around them, such as on the billboards. We can say that our life is full of and, what is worse, controlled by advertisements.

This situation gives advantage to companies, which have set a purpose of gaining a maximum profit out of their products. They put their products into advertisement and as a result, when people see their advertisements, they will buy the products. In this case advertisers have to be able to attract people with their advertisements. They have to make their advertisements as interesting as possible so that when people see the products advertised, they will have a strong desire to buy the products.

There are several ways which are used by advertisers to make their advertisements as interesting as possible to attract people. They can use some attractive designs so that when people see the products in the advertisements, they will be interested in the products. Another way is combining colours. In this way, the advertisers can play with colours. If their target market is children, they can combine some cheerful colours such as bright blue, red, yellow, and green, so as to give a description that represents their fun youthful world. The advertisers can also use some famous actresses, actors or models to give a message that these people also use the products.

The most effective means to attract people in advertisement is language. People are usually trapped in this way because it is a creative job where the advertisers can play with words, which are unlimited. The advertisers can use as many words as they like to make their advertisement most interesting.

In this thesis, I am going to analyse the language used in advertisements, especially in advertisement slogans. In advertisement slogans, advertisers may use

Doublespeak. Advertisers cleverly use some words and arrange them into slogans to mislead the readers. This is not done in order to tell lies to them but only to mislead them.

Misleading information is given in an advertisement slogans so that when people see and read it, they will have their interpretation about the products. However, there are many people who are not aware of this misleading information and at last they have a wrong interpretation about the products. Consequently, when they buy or use the products, they feel cheated because the products they have bought do not meet their expectation. Besides, another effect of the misleading information in advertisement is to build consumerism in those who see or read the advertisement. Consumers are spoiled with the new product and with the attractive words of the advertisement slogans, which make them want to buy the product although they do not really need it.

From the explanation above, it seems that advertisement only gives disadvantages. It does not, actually, and this thesis is not written to put the blame on the use of Doublespeak in advertisement slogans. Advertisement still gives both advantages and disadvantages depending on the consumer's interpretation and awareness of the misleading information or of the use of Doublespeak in advertisement. That is why I think it is necessary to write this thesis, so that people can realise and be made more aware of the possible existence of Doublespeak in advertisement, and thus they are not trapped in the advertising world, which can create troubles in life if they do not make use of it carefully. Once we are aware of the use of Doublespeak in advertisement, we will understand the meaning of the advertisement slogans.

In writing this thesis, The Use of Doublespeak in Advertisements, I take the data from newspapers and magazines. I choose these sources because many advertisements are found in newspapers and magazines.

## **1.2 Statement of the Problem**

The problems that I am going to analyse in this thesis are:

1. What kind of Doublespeak is used in advertisements?
2. How is Doublespeak used in advertisements?

## **1.3 Purpose of the Study**

Following the statement of the problem, the purposes of this thesis are:

1. to classify the Doublespeak found in advertisements.
2. to analyse and to figure out how Doublespeak is used in advertisements.

## **1.4 Method of Research**

In doing this research, I take some steps in gathering the data. First, I look in some newspapers and magazines for the advertisements which contain Doublespeak. Second, I analyse how Doublespeak is used in the words/phrases. Third, I classify the type of Doublespeak used. Forth, I write a conclusion. Finally, I write a research report.

## **1.5 Organisation of the Thesis**

This thesis consists of four chapters. Chapter I is Introduction, consisting of Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research, and Organisation of the Thesis. Chapter II is the theoretical framework of Doublespeak based on William Lutz's theory. Chapter III is the analysis of the data. Chapter IV states the conclusion of the analysis. Bibliography and Appendices are both put at the end of the thesis.