

## CHAPTER IV

### CONCLUSION

In this chapter, I would like to state some concluding points based on the analysis of Doublespeak in the advertisements which are found in newspapers and magazines.

Having analysed the use of Doublespeak in the advertisements, I find that there are eighteen advertisements using rule of parity, twenty-eight advertisements using weasel word, and twenty-three advertisements using 'up to' claim. From the findings, I could conclude that the most common and the most often used type of Doublespeak in advertisement is weasel word. A weasel word is used when the word appears to say and promise something, but if we analyse it carefully and critically the promise is found to be hollow. The advertisers usually use this tool to wrap their products in such a way that people can be easily attracted to buy their products. I think it is a genius strategy in marketing, because the advertisers can use it to fulfil the consumers' consuming desire. By giving some promises in advertisement slogans, the advertisers can lure the consumers to buy and use the products, which is actually the advertiser's goal.

From the data above, I also find that there are sixteen advertisements using only one type of Doublespeak, and twenty-four advertisements using more than

one type of Doublespeak. What is interesting to notice is the fact that an advertiser may use more than one type of Doublespeak in advertisement. To offer special benefits, the advertiser does it so that the products will seem different and outstanding compared with other similar products.

It cannot be denied that on the market nowadays there are always other similar products but with different brands. In other words, all of the products offered by advertisers are *parity* products. As a result, advertisers try their best to make their *parity* products seem different from others. If they do not do this, they will lose the market because there are too many competitors who offer similar products. This makes advertisers compete with one another to offer and to convince consumers that their products are the best. That is why in trying to be as creative as possible, the advertisers use more than one type of Doublespeak in their advertisement.

In the advertising world, the existence of Doublespeak gives a different dimension and style, and it brings a powerful impact in making a successful advertisement. Each type of Doublespeak can give a different impact to the consumers and every consumer may respond differently. Every consumer has a different perception of the rule of *parity*, for example. If they have the awareness that all products belong to *parity*, they will set their mind to the idea that those products are basically the same, so that when one product is called the best, so are others of the same products. But if they do not have this awareness, they will be trapped into the thought that the product which they buy is the best.

The use of *weasel word* gives a big impact to the consumers. As I mention above, many promises that use *weasel word* are hollow, but many consumers are

easily tantalised with the many promises given in an advertisement slogan. When consumers are tempted by what the advertisement slogans say and have a strong desire to buy the product, we can say that the advertisers are successful in enticing the consumers, and what is worse, the consumers will have a bad habit of consumption, because whether or not they need the products, they have been tantalised by the promises in the advertisement slogans, which will lead them to buying the products.

In my opinion, the type of Doublespeak that gives the strongest impact to the consumers nowadays is '*up to*' claim. The advertisers usually use '*up to*' claim in unfinished sentences and unfinished comparison with the purpose of leading the consumers to their own interpretations, the result of which will attract them to buy the product no matter what their interpretations are. This is the advertiser's strategy in marketing, and it usually works. Many consumers do not know about the meaning within the advertisement slogans. The consumers usually think that the advertisers have already made a research and comparison so that they are brave enough to claim something about their products. In fact, their claim is not proved yet. Good advertisers will enclose a scientific research in their advertisements to convince the consumers that their products have been tested, so that the consumers will not feel cheated when they buy the products.

As an overall comment, I can say that the use of Doublespeak in advertisements still gives advantages and disadvantages. The use of Doublespeak in advertisements gives colour to the advertising world. Nowadays, advertisement is becoming more and more interesting and impressive. On the other hand, it gives a big impact of consumerism on consumer's life style. Consumption has made a

strong impact on our daily life and it already becomes our basic necessity. No matter what economic or social status we have or whether or not we need the products, we, as the consumers, still have to give a response to every advertisement that we see or read.

In this competitive world, especially in the advertising world, Doublespeak becomes the tool for the advertisers to be more creative in wrapping up their products as interestingly as possible. Otherwise, the advertising world would be plain and boring, and of course the advertisers cannot gain the maximum profit out of it. That is why advertisers compete with one another in making creative and innovative advertisements using Doublespeak.

In fact, we cannot completely stop the existence of Doublespeak in our lives since it keeps on growing. What we can do is filtering the impact of Doublespeak. It is up to us to minimise the impact of Doublespeak. We can start with the awareness of the advantages and disadvantages of Doublespeak in the advertising world. Also, we should be more critical in analysing what advertisement slogans are really saying.