

# **CHAPTER I**

## **INTRODUCTION**

### **BACKGROUND OF THE STUDY**

In the world, there are a great number of products with different brands and functions. This happens because the needs of human always increase from time to time. To meet those needs, producers compete with one another to draw the consumer's attention by applying various ways to promote their products.

The products that are developing in the market make it difficult for the consumer to choose the suitable product for their need because all products have their own benefits. Today, there are a lot of advertisements displayed in the electronic or printed media.

Nowadays, there are great numbers of products with the same function; for example, toothpastes. Toothpastes belong to parity class because there are lots of different brands of toothpastes in the market, such as *Pepsodent*, *Close Up*, *Darlie*. Those products have the similar function. That is, to clean our teeth. Despite the fact that the products belong to the same category, each advertiser adopts different ways of promotion from one another. Each advertiser tries to

make a change for their product, such as the advertiser gives their product a new packaging or even adds some new compositions to the product.

One of the ways to make the products seem perfect is by using words and sentences in their advertisement. It is known as Doublespeak. “Doublespeak is the language that pretends to communicate but really does not, it is language designed to mislead” (Lutz 1).

In doublespeak, if there is something accurate in the words, it is considered to be the reality. The existence of doublespeak makes the communication in public become obscure. In the advertising world, the advertisers’ purposes of using doublespeak are not to lie to the consumer, but it actually says the truth. Still, there is no clear result of what they have said. That is why, doublespeak in advertisements can make the reader have wrong interpretation on what the advertisers say. (Lutz 1)

Few people are aware of the use of doublespeak in advertisements. Often people are interested in the advantages that the product offers, but they do not exactly know that it is merely a technique that the advertiser uses to attract the consumer by using words and sentences in their advertisements. However, sometimes we regret having purchased such a product because it does not have the benefit as the advertiser claims.

Recognizing the use of doublespeak can be a tricky thing to do. The words in sentences that contain doublespeak are arranged so smartly that it often makes people misunderstand what those sentences really mean.

In general, Doublespeak is divided into four kinds. They are Euphemism, Jargon, Gobbledygook and Inflated Language. Those kinds of doublespeak are

often found in our daily life. Apart from kinds of doublespeak, there are rules of parity, weasel words, up to claim and unfinished words in the advertising area.

My topic is Doublespeak in advertisements, especially in health products. I find this topic to be interesting. That is why I want to dig it more deeply and know further about doublespeak. I am of the opinion that misleading information is caused by doublespeak in communication, particularly in the advertising area is challenging for research. I choose Doublespeak in advertisements, especially in health products, because people have to use that product in their daily life. Since I have learnt some theories concerning doublespeak, when I see advertisements on television, in magazines or some electronic media, I find that most advertisements use doublespeak in their ads.

The significance of my topic is that I want people to know and understand that doublespeak is always used in advertisements. I hope they can be more selective in choosing a certain product and not influenced by the slogans or promotion that the advertisements offer.

The area of linguistics concerned with doublespeak is pragmatics. Pragmatics is the study of speaker's meaning. In particular, it is the study of the contextual meaning. "Pragmatics is the study of how more gets communicated than is said" (Yule 3). In this case, doublespeak is included in pragmatics because in doublespeak there is a hidden meaning.

The source of my data is taken from printed media or magazines because I find a lot of advertisements relevant to my thesis.

## **STATEMENT OF THE PROBLEM**

In my thesis, I would like to analyze the following problems:

1. What kinds of doublespeak are used in the advertisement?
2. Why is the advertisement said to contain doublespeak?

## **PURPOSE OF THE STUDY**

In the following of the statement of the problem, the purposes of this study are:

1. To classify the kind(s) of doublespeak found in the data.
2. To figure out why the advertisements contain doublespeak.

## **METHOD OF RESEARCH**

The data are in the form of advertisements. The data are taken from magazines. The subsequent steps to gather the data are selecting, listing, analyzing the data and including the analysis. I use some theories from textbooks to analyze the data.

## **ORGANIZATION OF THE THESIS**

This thesis consists of four chapters. The Background of Study, Statements of the Problem, Purpose of the Study, Method of Research and Organization of the thesis are presented in Chapter I, which is the Introduction. The Theoretical Framework is presented in Chapter II. The data analysis is in Chapter III. The last chapter, Chapter IV states the conclusion. The Bibliography and Appendices are put at the end of the thesis.