

CHAPTER IV

CONCLUSION

In this chapter, I would like to present some concluding points based on the discussion on doublespeak in advertisements, especially in the health products taken from magazines.

I conclude that all of the advertisements contain doublespeak. Some kinds of doublespeak used in my analyses are jargon, weasel words, unfinished words, parity class and up to claim.

The most common doublespeak in my data is the use of weasel words. Some of the weasel words found in my analysis are the words help in data 7 and 9, guarantee in data 3, 9 and 12, smoothest in data 5, 100% in data 3 and 8, etc. The most common weasel word found in my analysis is the word new. The word new is found in data 2, 5, 11 and 12. In the advertising world, the word new is very popular. It is because by changing a little bit of the product, for example, by changing the package or the flavor of the product, it becomes new product. In my analysis, the advertisers not only use the word new in their advertisement, but also create words that have similar meaning to the word new. Those words are introducing in data 2, now in data 3, and discover in data 5.

In my analysis, the word help which contain a weasel word is found in data 7 and data 9. The word help seems to promise a lot because in the ad of data 7 and 9, this word appears to give solution to our skin problem. In fact, it actually can simply reduce, but not make us free from our skin problem. This word is such a tricky word which can trap you if you are not aware of it.

From my analysis, I find out that the word guarantee quite often occurs in my data. Guarantee is a weasel word. This word is found in data 3, data 9 and data 12. Advertisers like using such a word. It is because, in general, the word guarantee has a strong meaning although in fact it does not promise much. By using such a strong word like guarantee, consumer will automatically believe in what the ad claims.

The data that use word 100% is found in data 3 and data 8. The word 100% belongs to weasel word. 100% is such a perfect percentage that it is considered as a strong word. In data 8, the advertiser often uses this weasel word in the ad. This word is used four times in data 8.

From my analysis in data 5, the word smoothest contains a weasel word. If we see it from the surface, this word looks like parity class, but actually this word contains weasel word. The word smoothest is just an empty verb which in fact promises nothing. From my analysis, I conclude that such a word that has characteristic like parity class can also be considered as a weasel word. And yet, not all the words, but it is more of being dependent on the context.

In data 7, there is the use of phrase like bringing out the star in you which contains weasel word. Here, we can see that weasel word is found not only in the

form of words but also in form of phrase. However, that phrase also has no meaning. It is just used to create something good in the product.

Apart from weasel word, there is also the rule of parity used in my analysis. In my data, only some of the advertisements use the rule of parity in their ad. The examples of parity class in my data are the use of such words like the smoothest in data 5, the first in data 11, and the only in data 3. The advertiser uses such a parity word in their ad simply to claim their product as the best one and not more than that.

Usually, we find parity class in the form of superlative words, yet in data 11, the words longest, thickest, biggest do not belong to parity class. Yet, it contains weasel word because the superlative words do not refer to the product itself. Instead, it refers to the result of the products. Therefore, I am of the opinion that not all superlative words are considered as a parity class.

The other kind of doublespeak in my analysis is an unfinished word. I conclude that most of the advertisers are fond of using this type of doublespeak in their advertisement because the advertiser does not give any specific comparisons in their ad. Unfinished words lead the consumer to construct their own interpretations. Some of the unfinished words in my data are clearer in data 2, healthier in data 3, stronger in data 3, whiter in data 4, and etcetera. The other unfinished word I find in data 1 and data 11 are the word extra. The word extra is different from the other unfinished words in my data because the comparative word is not found in the word itself, but through its meaning.

The other kind of doublespeak in my analysis is the use of jargon. In the advertising world, it is very seldom to find jargon. Usually jargon appears in other

situations like in the governmental world. Yet, in my analysis, there is the use of jargon in data 1 and data 12. The words that contain jargon are “phrithione zinc, merinox-c, halyoxyl and retinyl. I find out that the use of jargon is simply to make the product look great because most of the people are not familiar with those words. From the words themselves, they seem to be great words although we do not really know what those words really mean.

I also find up to claim in my analysis. Yet, the existence of up to claim in my data are not as often as the others like unfinished words or weasel words. The word that contain up to claim in my data is the word up to 6 shades in data 4, up to 16 hours in data 6 and up to 7 days in data 10.

From my analysis, I arrive at a conclusion that advertisers use of doublespeak is not to lie to the consumer. Generally, advertisers use doublespeak to cover the weaknesses of their product. Therefore, the most important thing for the consumer is to be aware of the advertisement that promises a lot of their product. The more aware we are of the real meanings of the words in advertising area, the more critical we will be with the existence of doublespeak.