

CHAPTER ONE

INTRODUCTION

The definition of advertisement according to Collins Cobuild Dictionary is “an announcement in a newspaper, on television, or on poster about something such as a product, event or job” (21). In Britain and Japan, advertisements have become a very popular research topic and they are studied among others in the fields of anthropology, sociology, and linguistics (Tanaka 1). The process of making an advertisement is called advertising, which aims at attracting consumers or buyers to buy the advertised product (Rossiter and Percy 4). Therefore, the language style of advertisements is persuasive because the purpose of advertising is to persuade people to buy the product.

I am interested to study doublespeak because this kind of language use in advertisements has capacity to mislead the consumers of the product advertised. Misleading information is given in tagline of advertisements so that when the consumer read or see the advertisements, they will have their interpretation about the products. As a result, when they buy the product, they might feel cheated because the product they have bought is not the same with what they have expected. Doublespeak

is not only be found food and drink products, women's products or in the cover of movies, but be can found in the speech like a president's speech.

In this thesis, I would like to analyze the doublespeak in the taglines of some food and drink advertisements because food and drinks are such prominent necessity. I realize that the advertisements of food and drink are potential to present doublespeak because the language which is used in that advertisement is to make consumer interested or attracted to buy the product by promising something. The advertisers can use many words to make their advertisement more interesting and use a famous actress or actor to promote their products in television or magazines.

There are many kinds of food and drink products including food and drinks for people on diet, organic fruit and vegetables, food and drink for pets, and many more. Mostly, food and drink advertisements can be found in women magazines because women tend to be interested in them. Moreover, women who are housewives commonly will shop a lot of food and drink products. The food and drink products advertised in the magazines are frequently presented with pictures. The advertisers present the pictures of the products in the advertisements in many colours to make people interested enough to buy them.

In addition, almost every advertisement has a tagline, which is sometimes confused with a slogan, "a short phrase that is easy to remember" (Collins Cobuild Dictionary 1363). For example: the slogan of Coca Cola company is "it's the real thing coke". The definition of tagline in Webster's Encyclopedic Unabridged Dictionary of the English Language is "a phrase or catchword that becomes identified or associated with a person, group, product, etc through repetition" (1447).

An example of a tagline can be seen in a coca cola zero product in the magazine with the words “coca cola with zero calories”. The words said the tagline of the product. In practice, taglines tend to use doublespeak.

According to Lutz, doublespeak is the use of words that pretend to communicate but really does not (1). A doublespeak can be found in a mall where you see the word “ALL ITEM DISCOUNT UP TO 50%” in one shop. In their tagline, they said that they will give a discount until 50%. But in fact, the discount can more or less from 50% or for several items even does not give discount. This notice uses doublespeak because it presents something that in fact is different with their promise in their tagline. In advertisements, doublespeak is divided into four types. There are the rule of parity, weasel word, “Up to” claim and unfinished word (Lutz 83-95). In this thesis, the theory of doublespeak will be discussed thoroughly in Chapter Two.

Analyzing doublespeak in the advertisements of food and drink products is necessary because sometimes people feel disappointed after they have bought the products. They buy the product because they are interested in the advertisements, either those in magazines or on television. However, they may feel tricked by the taglines of the products because of they use of doublespeak. After reading the thesis, the readers will understand the use doublespeak in advertisement, so they will be more aware of the use of the doublespeak in advertisement and they will not be cheated with advertisements.

STATEMENT OF THE PROBLEM

Based on the background of the study, the problems are formulated as follows :

- 1) What expressions in the taglines are identified as doublespeak?
- 2) What types of doublespeak do the expressions in the taglines belong to?
- 3) Why is it doublespeak?

PURPOSE OF THE STUDY

- 1) To identify the expressions that are considered to be doublespeak in the taglines.
- 2) To classify the identified doublespeak expressions into different types.
- 3) To explain the reason why it is doublespeak.

METHOD OF THE RESEARCH

I do this study in four steps. The first step is collecting food and drink advertisements from some magazines and investigating the taglines to observe if they contain doublespeak. The next step is selecting the taglines that contain doublespeak and classifying the doublespeak expressions into several types. Finally, I explain why each of the selected taglines is said to contain doublespeak.

ORGANIZATION OF THE THESIS

The thesis consists of four chapters. Chapter One is the Introduction, which contains the Background of the Study, Statement of the Problem, Purpose of the Study, Method of the Research and Organization of the Thesis. Chapter Two presents the Theoretical Background, which contains the theories to support the

data analysis. In Chapter Three, there is the analysis of the data. Finally, Chapter Four is the Conclusion, in which I give comments and opinion on my findings. The thesis ends with the Bibliography and Appendices, where the advertisements used as the data source are presented.