

CHAPTER FOUR

CONCLUSION

This chapter presents the conclusion from the analysis of the use of doublespeak in the taglines of food and drink advertisements. In analyzing fifteen data, I use the theory of doublespeak by William Lutz.

From the data analysis, I found four types of doublespeak used in the advertisements. I found two data which use “Up To” claim, eleven data that use weasel word, three data which use the rule of parity, and two data that use unfinished word. Weasel word is mostly used by the advertisers because I think it is used to trick the consumers so they will be interested to buy the products as Lutz states weasel word appears to promise one thing when in fact they promise the opposite or nothing at all (85). In my data, I found the words thick, rich, great, help, and many more. These words are only used to make the consumers interested, whereas in fact, these words can not proved.

Unfinished word is often used by advertisers because they try to compare their products with the other products. This type of doublespeak lets the consumers to finish

the sentence by themselves. As it can be seen in Lutz's theory, unfinished words are more powerful words used in advertisement taglines to make significant promises about a product's effectiveness but the advertisements present no clear evidence (Lutz 95). In my data, I found the use of the word easier and more. I conclude that these products claim that they are easier and more than the others, whereas in fact, they present no clear evidence and they are the same like the other products.

“Up to” claim are the least used in my data. The advertisers rarely use “Up to” claim in food and drink products because these products must be sold in fresh condition, like vegetables, meat, milk, and many more. So the consumer can consume the fresh vegetables, meat, milk and many more as soon as they buy them. I think this type is more suitable to be used in women's products like shampoo, cosmetics, and many more because the women will think the product can help them get what they want. For example, in the tagline of a mascara advertisement which states that the mascara can strengthen your eyelash up to 70%. When the women read this advertisement, they feel interested with the product and want to buy it because they think this product can make their eyelash stronger than before.

The rule of parity is used in the food and drink advertisements because this type assumes that the product is the best among the other products. So the consumer will buy and consume this product continuously. According to Lutz, the rule of parity states that the products of the same category are the same (Lutz 83);

however, in my data, I found the word better, very best and the only orange juice proven to help reduce cholesterol. the word better, best and only are to show that the product of egg, bacon and orange juice are the best among the other products, whereas in fact, these products are the same as the others. They have similar taste and quality. In my opinion, the advertisers add doublespeak in their products to trick the consumers so they will be interested to purchase their products. Sometimes the consumers feel cheated with the products because they do not understand doublespeak. For example: in a shop where you see the phrase “DISCOUNT UP TO 50%”, you will assume that all items in this shop will be discounted 50%, whereas generally only few items that get 50% discount.

The effect of each type of doublespeak to the consumers can be different. It depends on the consumer’s interpretation. For example, the rule of parity from data six is to claim the egg product is better, data ten is to claim that the very best bacon and data eleven is to claim only orange juice that can reduce cholesterol, but in fact, their qualities are the same as the other products. As consumers, they might assume that these products are different from the other products: however, they can find other products with similar quality.

The use of weasel word can be found in data one, two, three, four, five, seven, eight, nine, eleven, fourteenth and fifteen. By using weasel word, the advertisers want to promise that their products are delicious, rich, have great taste, can help reduce cholesterol and many more, but in fact, they promise nothing at all. In my opinion, the effect of weasel word on the consumers is to make them get attracted with the products and they will use the products continuously.

“Up to” claim can be found in data twelve and thirteen. The products state that they can burn up to 100 calories, or lose up to 6 lb’s, but in fact, these products can burn 50 calories or lose only two or three pounds. In my opinion, the effect of up to claim on the consumers is to make they assume that these products can help them lose weight or burn their calories maximally, so they will consume these product everyday until they reach what they want.

Unfinished word can be found in data, twelve, and thirteen. In my opinion, the effect of unfinished word on the consumers is they can use their interpretation to finish the tagline so they can answer which products that better than, faster than and longer than because in this type, the advertiser try to compare their products with the other products.

Finally, I conclude doublespeak in the taglines can make people confused. So the consumer should read the tagline carefully because they might be cheated by the words in the tagline since I think all advertisements are made to persuade the consumer to buy the products.

My suggestion for other researchers who want to take this topic for their thesis is they can take other advertisements like medicine advertisements, men’s products or animal’s food that contain doublespeak as their data because I think there are so many kinds of advertisements that use doublespeak in their slogan or tagline. However, they can use the same theory by William Lutz.