

CHAPTER ONE

INTRODUCTION

BACKGROUND OF THE STUDY

This thesis presents a study of the use of doublespeak in the taglines of some advertisements of women's products in Cosmopolitan. Advertisements have a significant role in business world, which is to spread business information, including information in the advertisements that supports the selling of products. According to Oxford Advanced Learner's Dictionary, the definition of advertisement is "a public notice offering or asking for goods, services, etc." (18). Advertisements can be printed or non-printed. Printed advertisements can be found in printed publications, such as newspapers, magazines, and brochures.

Among the various kinds of printed publications, women's magazines show the most advertisements of women's products. This is the reason for this study to use women's magazines as the data source, with the expectation that the advertisements in the magazines contain doublespeak expressions. One of the popular women's magazines is Cosmopolitan, which can be found in many bookstores or bookstalls in Indonesian big cities. This magazine is popular because it provides the readers with interesting topics, including information

about and for women, such as information about fashion, cosmetics, sex, and personality. Evidently, it also contains a lot of advertisements of women's products.

Women's products are kinds of products that are usually used or needed by women in their everyday life. In Cosmopolitan, advertisements of women's products are numerous, for example the advertisements of cosmetics, toiletries, clothing and other needs of women. These advertisements will attract the readers in many ways. Colorful pictures of famous and beautiful women are usually effective to support the advertisements; moreover, almost every advertisement contains a tagline, which is "a slogan or phrase that visually conveys the most important product attribute or benefit that the advertiser wishes to convey" (Marketing About). In order to increase the persuasion function of the advertisement, some of the taglines use doublespeak, which is "a language that pretends to communicate but really does not" (Lutz 1).

Doublespeak contains the words which are arranged carefully to make the readers misunderstand what the taglines of the advertisements really mean. In fact, doublespeak can be effective to make the advertisements more interesting. The readers of the taglines containing doublespeak may become interested in buying the advertised products. For example, some products are advertised with this tagline: "Discount up to 70%." This tagline uses the word up to, which contains doublespeak; the type of this doublespeak, according to Lutz, is **up to claim**. The phrase "up to 70%" covers 0% - 70%, so it means that not all products will have a 70% discount. There will be some products with only 10%, 20%, 30%,

40%, 50%, or 60% discounts. Usually, only the prices of a few items will be reduced by 70%, whereas most of the rest will have not more than a 5% discount.

In this study, I will use the theory formulated by William Lutz to help me analyze the doublespeak in the advertisement taglines. According to Lutz (1), doublespeak is used to avoid responsibility and it can have meaning other than the real meaning. Besides, Lutz also clarifies that “Doublespeak is not a matter of subjects and verbs agreeing; it is a matter of words and facts agreeing. Basic of doublespeak is incongruity between what is said or left unsaid, and what really is” (Lutz 1-2).

The topic which I choose for my thesis is *doublespeak in advertisements of women's products*. I choose women's products because I am a woman, so at least I am familiar with women's products, the products that women usually use or need. Besides, it is evident that women like shopping better than men do so that they will pay more attention to advertisements. According to Pam Danziger, the president of Unity Marketing, “When men get stressed, they go to bars, and women go shopping” (Asiamarketresearch). Stewart Macphail, of GE Money, said, “Women clearly dedicate a lot of time to making sure they find the best deals and the most suitable items for their needs” (Dailymail). In addition, advertisements can be the most suitable data source of the study of doublespeak because they frequently use doublespeak as a tool to attract the readers' attention.

This study is expected to be useful for people who like to read advertisements, specifically women who like advertisements of women's products. Women can be helped to realize and made more aware of the possible occurrence of doublespeak in advertisements. If this goal is achieved, they will

not be easily influenced by the doublespeak in the advertisements and they can be wiser in choosing the products that they want to buy.

STATEMENT OF THE PROBLEM

The statement of the problem in this thesis is formulated as follows:

1. What expressions in the taglines of the advertisements of women's products contain doublespeak?
2. What types of doublespeak are contained in the expressions?
3. What is the purpose of the advertiser by using doublespeak in the taglines?

PURPOSE OF THE STUDY

Based on the statement above, the purpose of the study includes

1. to identify the expressions in the advertisement taglines that contain doublespeak
2. to classify the doublespeak expressions into different types
3. to explain the purpose of the advertiser uses doublespeak in the taglines.

METHOD OF RESEARCH

First, I collect some women's magazines that contain advertisements of women's products. Second, I examine the taglines of the advertisements of the women's products to identify the doublespeak in them. Third, I collect the expressions containing doublespeak, list and classify them into different types of doublespeak according to Lutz's theory. Fourth, I explain the reasons for saying

that the expressions contain certain doublespeak. Finally, I write the research report.

ORGANIZATION OF THE THESIS

The thesis is divided into four chapters. The first chapter is the Introduction, which consists of the Background of the Study, Statement of the Problem, Purpose of the Study, Method of the Research, and the Organization of the Thesis. The second chapter is the Theoretical Framework, which contains the theory of doublespeak. The third chapter presents the analysis of the data. The last chapter is the Conclusion. The Bibliography and the Appendices, which contain the advertisements of women's products, are enclosed at the end of the thesis.