

## CHAPTER FOUR

### CONCLUSION

This chapter presents some concluding points based on the results of the analysis of the data, which concerns doublespeak in the advertisements of women's products. The data are the taglines of the advertisements containing doublespeak collected from four women magazines. Women magazines are chosen to be the data source because they likely contain advertisements of women's products. Twelve taglines in four women's magazines are found to contain doublespeak expressions to be used as the data of this study.

After the analysis, I find in the twelve data, six kinds of women products that are advertised with doublespeak taglines; cosmetics, skin care products, hair extension, nail color, hair care, bust care. Five data are advertising cosmetics, e.g. the product of lipstick of Maybelline brand with the tagline "*New wet shine fusion*"; three data are advertising skin care products, e.g. the product of skin care of Simple brand with the tagline "*Now, caring for sensitive skin is simple*"; and each of the other four data are sequentially advertising hair extension, nail color, hair care, and bust care.

Having analyzed twelve advertisements from four women magazines, I find that twelve taglines of the advertisements contain eighteen doublespeak expressions. **Parity claim** is found in only one doublespeak expression, whereas ten doublespeak expressions in the tagline contain **weasel words**, one doublespeak expression contains **up to claim**, and the rest, six doublespeak expressions, contain **unfinished words**. From these findings, I conclude that **weasel word** is the type of doublespeak that is most frequently used in the taglines of the advertisements.

The tagline that uses **parity claim** is “Glossiest lipstick ever. Let it shine”. The word glossiest in the tagline is **parity claim** because other brands of lipstick can be as glossy as this one. The minimal use of **parity claim** in the taglines of women product advertisements seems to indicate that women products, such as cosmetics, hair care, nail color are really not of equal qualities. Only by identifying the brands, consumers will notice which products are better or worse than the others. For example, lipsticks with top brands like Guerlain or Clinic will be more appreciated than less famous lipsticks, which have unknown qualities.

Another type of doublespeak which is rarely used in the data is **up to claim**. **Up to claim** is frequently used to give discounts. Like **parity claim**, **up to claim** is not suitable for advertising women products because women commonly do not like to be recognized as the consumers of discounted women products. Housewives would like to buy discounted food or drink products, but not the products that would help raise their image. This idea supports the tendency of advertising women products not by using up to claim doublespeak.

When **up to claim** doublespeak is used not to give discounts, but to enhance a product's quality like in the tagline "Up to 10 days rock hard colour", the customers' response will not be very satisfactory either. As mentioned before, the brands of women products have determined the products' qualities, so the **up to claim** doublespeak is not very effective to persuade women to buy a certain product. Popular brands of perfumes even have no taglines at all in their advertisements because the attractive pictures and the brands in them are enough to remind women of the high quality of the products.

**Unfinished word** is the type of doublespeak that is quite often used in the taglines of the advertisements. The **unfinished word** can make the women think that they need to buy the product to make themselves more beautiful. For example, in the tagline "Want sweeter kisses?", the unfinished word sweeter can make women more confident if they use the products. The advertiser usually uses **unfinished word** in an unfinished sentence containing unfinished comparison with the purpose of leading women to their own interpretations, the result of which will attract them to buy the product no matter what their interpretations are. In practice, many women do not realize the real meaning of the doublespeak within the taglines of the advertisements.

The doublespeak type which is most frequently used is **weasel word**. The **weasel word** in the advertisements is used to wrap the product in such a way that it can attract women. For example, in the tagline "Help extinguish your burning memories!", the advertiser seems to promise something but in fact the promise is hollow; yet, women may not realize it. **Weasel word** can influence women

because after they read the taglines of the advertisements they would think that the products offered are of good quality and worth buying.

On the other hand, the advertisements do not only use one type of doublespeak, but they also employ the combined doublespeak types. In the analysis of the twelve data in Chapter Three, there are six taglines of the advertisements that use only one type of doublespeak, whereas the other six taglines use more than one type of doublespeak. This happens because the advertiser wants to make the advertised product more interesting than other similar products.

As an overall comment, I would like to say that in the advertising area, especially in business world, advertisements are very important to offer products. Therefore, doublespeak is considered to be powerful and will result in a big effect. Doublespeak can give good or bad effects. Good effects of doublespeak will make the advertisement more attractive so that the product will sell well. Consumerism may be resulted from the use of doublespeak in the advertisements. Having read the advertisements, the readers may get interested in buying the products without considering whether the product is useful for them or not.

In this world, the use of doublespeak keeps growing and becomes more popular, especially in the advertising area. Doublespeak cannot be stopped because there are more and more products of the same kind that have different brands. This can cause a competition between the producers. Therefore, they will use doublespeak in their advertisements to make the products more attractive. This study is expected to increase the women consumers' awareness of the use of doublespeak in the advertisement taglines of women's products.