

CHAPTER FOUR

CONCLUSION

Looking back at the analysis that I have done so far, we could see that every advertisement that I have used as data contains various kinds of doublespeak. There we could find **unfinished word, weasel word, up to claim, could claim, puffing, and jargon**, and among these kinds of doublespeak, the use of *weasel word* is the most frequent. Every single advertisement uses various kinds of this doublespeak. The examples are the word *new* and its variations, which are *now, latest, and revolutionary*. This weasel word is found in every advertisement that I use except in the last data for a reason: this weasel word gives the illusion that a product has a new feature.

These supposedly new features are unfortunately faux, because the features in question are actually something very common being shrouded in the tagline “new”. Take the word *latest* in “latest Axioo Neon Series and latest design and Core I technology” from data 3, for example. This word makes the product look refreshed and fast by making a claim that the product has a “new” design and technology. Yet, this claim does not guarantee a better product than those of its competitors, because the things that are considered to be new features are actually ordinary things that most other laptops have. They are considered

“latest” simply because the manufacturer have just released the features on their own product.

Another frequently-used weasel word in these advertisements is the one that employs the use of subjective words. This works by using words that normally have different effects among readers, that is, the reader may have different opinion regarding the word. The word *stylish* in “Stay connected to my friends with my stylish notebook” in data 6 is an example of subjective word. What people consider stylish varies according to their tastes. Thus, using this word to describe a product would not be representative of its overall quality. Yet, this word is used anyway in the hope that regardless of people’s standards on being *stylish*, they would think that the product is stylish because the advertisement says so. A similar effect could be found in the fashion world; by showing certain kinds of clothing and advertising those as stylish, people are expected to also regard it as such and follow the trend.

Besides weasel words, the other kind of doublespeak that I find to be heavily employed in the advertisements is **jargon**. In the Theoretical Framework section of this thesis I have mentioned that according to Willian Lutz, jargon is a specialized language within a particular community that is used as verbal shorthand that allows members of that community to communicate quickly, efficiently, and clearly (3). This means that except for the people who belong to a particular community, the words and terms which are considered to be jargon of the community would usually be unintelligible for most other people outside the community. In the data that I analyse, the use of jargon is especially apparent in the specification of the products. There we could find many computer-specialized words and terms such as LED (Light-emitting Diode), SATA (Serial Advanced Technology Attachment), DDR (Double Data Rate), GHz (Gigahertz) and GB

(Gigabyte). These words, as far as my observation on people is concerned, are not readily understood by people who do not mingle in an information technology community, especially here in Indonesia, where technological product penetration is not very deep and widespread. It is also interesting to note that most, if not all, of these words are presented in abbreviated forms, further decreasing their intelligibility. Thus, by including these words in advertisements which are intended to be given to public, who are mostly not tech-savvy, we could presume that the advertisers hope that the public would think that the products being advertised are rich in features.

It is also worth noting that while we could find jargon throughout data 1 to data 6, in data 7 we could find no jargon. The reason for this is uncertain, but based on my observation on various brands of laptop computers, this is so because the source for data 7 is from a more established manufacturer, in this case, Dell. If we look at the sources for data 1 to data 6, we could see that the manufacturers of the products which are Advan, Byon, and Axioo are marginally less known. By using jargon in their specification, in my opinion, they are trying to be more competitive. This is done because less people know about their brand, thus, they need to show what their product could do and have to gain people's trust. By contrast, Dell is a better known brand even outside Indonesia, and in my data they do not use jargon, nor do they show any effort of presenting the details of the specification like other manufacturers do. This phenomenon, in my opinion, shows us the effect of brand image on the use of doublespeak in advertisements.

In the end, I could conclude that the use of doublespeak, particularly **weasel word** and **jargon**, is overall very important in computer advertisement. In the case of weasel word, it could be found in every data that I have collected and the word *new* and its variations are especially important, because they

supposedly present new features for the product, which are something that the public wants in general. On the other hand, the use of **jargon** is surprisingly brand-dependent. In advertisements made by lesser-known brands, jargon is heavily used to the point that they include extremely common things such as LCD (Liquid Crystal Display) in their specification. By contrast, bigger manufacturer like Dell utilises no jargon to present their product. This, as I have stated before, shows us just how influential brand image is in relation to the use of doublespeak in advertisements.

I hope that this study will be beneficial to the future researchers hoping to indulge in doublespeak topics, especially those who would be discussing about information technology. As we know, today the penetration of information technology in Indonesia is not very high (Makitan), and knowing this, the manufacturers are bending the truth to lead people into believing what the manufacturers say. By writing this thesis, I have gained much knowledge regarding what advertisers are doing to win customers, which, in this case, is by the many inclusions of doublespeak. This, I hope, will also enlighten people to thoroughly research the computer products that they are going to purchase, because it is not exactly a thing that just anybody is able to buy.

Finally, I would like to suggest for more researches about the significance of advertisement techniques in computer product promotion. Other than the study of doublespeak, which is a very important technique in advertisement itself, the study of Semiotics on computer technology can also be a viable and interesting study to undertake, because unlike doublespeak, which focuses mainly on the word play, the study of Semiotics focuses predominantly on signs that the imagery of the advertisement presents. For the study of doublespeak itself, I would like to suggest that more researches be conducted on other products

based on information technology such as smart phones and tablets, which seems to be gaining more and more popularity these days. Besides, it is also important to point out that the line which differentiates laptop computers and smart phones and tablets is blurring; laptop computers are becoming more portable, while conversely, smart phones and tablets are becoming more computer-like. Thus, this phenomenon will make the study of doublespeak in information technology products more interesting.

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