CHAPTER ONE

INTRODUCTION

Background of the Study

An advertisement is particularly made in order to promote a product that the advertiser makes to the public. Very often, the advertisement uses language that shows the practice of doublespeak, which according to Lutz is "language that pretends to communicate but really doesn't. It is language that makes the bad seem good, the negative appear positive, the unpleasant appear attractive or at least tolerable." (1)

Generally, the products are promoted through advertisements to inform the quality, the new packaging, the new taste, the new size, and many others. The advertisement itself must appear as attractive and interesting as possible so that the people are convinced to buy the products. Furthermore, there are many aspects or elements shown in an advertisement that can convince the readers or customers to buy the product being promoted. Those aspects are pictures, taglines or utterances and colors. In this thesis, I would like to analyze the words in the taglines or other utterances in the advertisement for most of the taglines appear to contain doublespeak.

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In his book, Lutz (70) mentions that we may sometimes find that the whole world is not only filled by advertising, but dominated by it. This also means that people will see or find advertisements every time and everywhere. Furthermore, he mentions again that people must be aware that advertising is filled with doublespeak.

Furthermore, Lutz states the reason why people need to pay attention to the doublespeak of advertising. The reason is because advertising has strongly penetrated our society and been very significant as a part of our society. Companies or brand holders would not spend billions of dollars on advertising if it did not work well or if it could not influence the customers to buy what they want the customers to buy, whether it is a product or an idea or a set of values. What is more, if the customers want to examine the doublespeak of advertising, they have to pay more attention to the size, power and influence of the advertising and the advertisers so that people can realize how important it is to understand as much as possible the doublespeak of advertising (Lutz 70).

There are at least four kinds of doublespeak in advertising: **parity, weasel words, up to claim** and **unfinished words** (Lutz 83). "Parity products are simply products in which most if not all the brands in a class or category are pretty much the same." (83) Thus, parity claim is the claim used by the advertiser to state a product as the best product while actually the product is just as good as any other product in the same category. Next, there are **weasel words**, which are words that say one thing or appear to give promises when actually they say the opposite or even nothing at all (Lutz 85). Besides, there is **up to claim**, which is a "claim that is made by the advertiser that sounds concrete, specific, and objective, when in

fact the language of advertising is anything but" (Lutz 94). The last kind of doublespeak in advertising is **unfinished words**. Lutz mentioned in his book that "unfinished words are a kind of comparison as a type of "up to" claim in advertising." (95)

One of the brands that I found contain a lot of doublespeak in the advertisement taglines is Nescafé, one of the famous coffee drink brands. Nescafé is a coffee drink product produced by Nestlé and originated in Brazil in the 1930s. Having developed a way to make a quality cup of coffee simply by adding boiling water, Nescafé coffee was launched in Switzerland in 1938. It was soon exported to France, the UK and the USA. In 1965 Nescafé brand extended its innovation by offering freeze-dried soluble coffee with the launch of Gold Blend. (Nestle)

I would like touse doublespeak theory from the book *DOUBLESPEAK: From "Revenue Enhancement" to "Terminal Living", How Government, Business, Advertisers, and Others Use Language to Deceive You* formulated by William Lutz to analyze the use of doublespeak in advertisementand to find the real intention in Nescafé advertisements. I choose Lutz's theory as the main source because it is reliable and applicable for analyzing doublespeak in advertisement in my thesis.

Furthermore, the words or phrases that are selected to be the data that I analyze in this thesis are those which are categorized as doublespeak and which have something to do with coffee.

This thesis is significant as people will be able to understand doublespeak especially in advertisement, so that they understand not only the literal meaning of English utterances, but also how English utterances may contain doublespeak. I

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would like people to know that there is usually a certain intention behind the utterances or taglines of the advertisement, which is mainly to mislead the potential customers. I also hope this thesis can be of any use for other students who are interested in studying doublespeak in advertisement.

<div align="right">Word count: 820 words</div>

Statement of the Problem

The statements of the problem in this thesis are formulated as follows:

1. Which words or phrases in the Nescafé advertisements contain doublespeak?

2. What kind of doublespeak do they belong to?

3. How does the use of doublespeak in advertisements' taglines and utterances mislead the readers?

Purpose of the Study

Based on the Statement of the Problem, this study is conducted with the purpose of:

1. Finding out the words or phrases in the Nescafé advertisements that contain doublespeak.

2. Showing what kind of doublespeak they belong to.

3. Showing how the use of doublespeak in advertisements misleads the readers.

Method of Research

After choosing a particular topic, I started my study by learning the theories and finding references related to the subject in this thesis, browsing some websites in the internet and gathering the data. All the knowledge and information I had acquired were used to analyze the data. After the analysis was conducted, finally I wrote this thesis.

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 Research, and Organization of the Thesis. Chapter Two consists of the theoretical background, which is used as the approach to analyze the data. Chapter Three presents the analysis of the doublespeak in advertisement. The analysis will be concluded in Chapter Four in which I give some personal comments and opinion of the findings. The thesis ends with the Bibliography and the Appendix.