

CHAPTER ONE

INTRODUCTION

Background of the Study

In our daily life, we can find a lot of advertisements either printed or non-printed in social media. In *Oxford Advanced Learner's Dictionary* 7th edition, advertisement is “a notice, picture or film telling people about a product, job or service” (“Advertisement, def.1). Printed advertisements can be found in magazines, newspapers, brochures, banners, while non-printed ones can be found on the radio, the Internet and the television.

This thesis presents the analysis of the use of doublespeak of foundation product advertisements of *Revlon*. Advertisements are created in such a way to give information of the products. Advertisers usually use their own ways to advertise their products, but all of them have the same goal, which is to attract the attention of the consumers. In addition, after the consumers become interested in the products, they will have a desire to have the products and finally they will take an action to buy the products. This is what the advertisers want when creating advertisements for their products. They use some tricks to persuade

the consumers to buy their products. The most commonly used is the diction closely related to the products. In order to persuade the consumers, the advertisers always try to convince them through the words they use. The advertisers use such a persuasive language or words in promoting their products that makes the consumers interested and believe in what they say. Usually, advertisers use words which are so attractive to the consumers that they will be easily influenced by the advertisements. As a result, they will buy the product.

I am interested in studying doublespeak because this kind of language is always used in advertisements and it has the power to mislead people. Many people are not aware when choosing products for their daily life. Usually, they buy any kind of beauty products without paying attention to the language that is used by the advertisers to mislead the consumers. The consumers think that the product that they choose is the best product compared to others. Consequently, when they buy the product, they will be disappointed because the product they have bought is beyond their expectation. In other words, the product is not as good as what the advertisement says.

In this thesis, I would like to analyze doublespeak in advertisements because in advertising doublespeak is always used to attract the attention of the consumers so that they will buy the products. The advertisers usually use such words that contain promises with the purpose of making the consumers believe in the products. Advertisements are mostly presented in attractive colours to make the consumers more interested in it. Besides, the advertisers use famous actresses or actors to promote their products more effectively.

I have decided to take several data from *Revlon's* advertisements, because I find lots of words which contain doublespeak to promote the products, while many people do not realize it. Moreover, *Revlon* products are already well-known to public and they are categorized as one of the most popular cosmetics in the world because of their international reputation. Based on *Revlon International Corporation Company Information* article, “people can find these products in South Africa, Australia, Canada, United States, United Kingdom, Venezuela, Indonesia and many more countries”. In *Company Overview of Revlon Consumer Products Corp* article, there are lots of *Revlon* products such as “powder, cream foundation, mascara, eyeliner, eye-shadow, blush-on, lipstick, nail polish, perfume, cologne, body spray, deodorant, etc”. However, I only choose the advertisements of cream foundation as my data, because in the cream foundation advertisements there are many expressions containing doublespeak. In this thesis, I would like to discuss all expressions in those advertisements which contain doublespeak.

There are various sources such as television, the Internet, radio, newspapers, magazines and many more that we can use as the source of data. Yet, I choose to take the data from the Internet as my source of data because I think the Internet is the most probable way for me to find this kind of data.

The significance of my thesis is that by reading this thesis the readers, especially women, will become aware that cosmetics product advertisements are mostly misleading because of the existence of doublespeak. Furthermore, the consumers will not be cheated anymore, and they will be careful in selecting the products.

(716 words)

Statement of the Problem

Through the phenomenon that was already mentioned above, I would like to find out the answer to the following questions:

1. Which expressions in the advertisements contain doublespeak?
2. What types of doublespeak are used in the advertisements?
3. How does the use of doublespeak in the advertisements mislead the consumers?

Purpose of the Study

Through the statement of the problems, the purposes of the study are:

1. To find out the expressions in the advertisements that contain doublespeak.
2. To find out the types of doublespeak used in the advertisements.
3. To explain how the use of doublespeak in the advertisements misleads the consumers.

Method of Research

In gathering the data, I visited several websites to find some data containing doublespeak. Then, I went to the library to find the theory which I could use in analyzing the data. After that, I analyzed the data using the theory of doublespeak by Lutz.

Organization of the Thesis

My thesis consists of four parts. Chapter One is the Introduction, which is divided into five parts: Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research and Organization of the Thesis. Chapter Two is the Theoretical Framework. Chapter Three is the analysis and the discussion of the data. Chapter Four is the Conclusion of the analysis. The last parts are Bibliography and Appendices.