CHAPTER FOUR

CONCLUSION

In this chapter, I will present the conclusion from the analysis of the use of doublespeak in the Burger King's advertisements. Most of us probably are familiar with Burger King's name. Burger King is one of the famous fast food restaurants in the world. Burger King applies doublespeak in their advertising. Doublespeak can be categorized into four types: weasel word, unfinished word, the rule of parity, and "up to" claim.

I find fifteen data categorized as weasel word, four data as unfinished word and only one data as rule of parity, however, I cannot find any data classified as "up to" claim.

Firstly, I find out that doublespeak is usually applied by Burger King to promote their products in their advertisements. Thus, I also notice that when Burger King wants to show their quality of taste, they will use various weasel words in their advertisements. They use this strategy in order to find the easiest way to escape from their responsibilities and other claims due to their products. Actually, the advertisements with many weasel words do not need any proofs to

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attract reader's attentions. Therefore, the readers or customers will be interested to buy the products after reading the advertisements. On the other hand, the advertisers can escape from their responsibilities by using weasel words. For instance, in my data I find many weasel words, such as: juicy, super, real, thick, soft, fresh, great, delicious, etc. The advertisers use these various adjective words in order to get customers attention. I can see the tendency of the advertisers to show taste quality of Burger King's products. However, behind those weasel words, the advertisers tend to mislead the customers and give empty promises. They usually do not provide any proofs in their advertisements either. By using many weasel words, the advertisers expect the customers will buy the products without hesitation then it will create a high impact on the marketability of the products.

Secondly, I find out that unfinished words are mostly used to highlight the size and taste quality of their products. It can be seen obviously in data 1, the slogan "it just tastes better" and in data 14, more delicious. Besides using weasel words, they use unfinished words strategy to show the taste quality of their products. However, the advertisers also use unfinished words to highlight the size of their products. It can be seen from data 12, bigger. I observe that the purpose of using unfinished words is to give an impression that the products they promote have something more special than other products. Likewise, unfinished words are also used in order to tickle the reader's curiosity of the products by applying the unfinished comparison in those advertisements. The reason why the advertisers let the consumers finish the sentence (taglines, slogans, descriptions) by themselves is to avoid themselves from any claims that might appear regarding the products.

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Burger King just puts a few unfinished words since the claims depend on the customers to finish the comparison, which usually brings the customers to realize the doublespeak impact in advertisements. By using some unfinished words, the advertisers hope that the products can have high selling power in the market.

Thirdly, I notice that Burger King also uses the rule of parity type in their advertisements. It can be seen in data 15, the <u>newest</u>. This strategy is trying to convince the readers that the products are the <u>newest</u> among other competitors. Burger King is known as famous fast food restaurants in the world. As we know, fast food business definitely has many competitors. Therefore, the advertisers rarely use this type because there is nothing special that can be found in this parity claim as there are too many other competitors using this strategy. The claim is too vast to prove for the general readers. Thus, from all my data, I can only find one parity claim.

Lastly, "up to" claim is the fourth strategy of doublespeak to make promising advertisements. However, I cannot find any "up to claim" in those data. In my opinion, this strategy is usually related to price but not always. There is some example like in mascara advertisement that said, "Make your eyelashes longer up to 80%". From all my data, I rarely find advertisements that mention prices obviously. There is only one advertisement that mentions price, so it is not considered to have any doublespeak.

Most Burger King's advertisements apply doublespeak to highlight the size and taste quality of their products. It can make the readers or customers think that Burger King can satisfy their appetite of fast food products due to the size and taste quality. It can stimulate the readers to try their products. Doublespeak in

advertising has both advantages and disadvantages. Doublespeak can make many advertisements become interesting because of these four strategies. It can be said that the pictures in the advertisement are attractive enough, but if it is not supported by many attractive words, the advertisement can become boring and unattractive. On the other hand, the bad impact is on the readers or customers who receive the disadvantages of doublespeak in advertising. With all those misleading words, the customers tend to be consumptive as they are easily tempted after reading the advertisements. That negative impact can be avoided by becoming a smart buyer who always thinks twice before buying anything. Expectedly, it can help reduce the bad impact of doublespeak in advertisements.

Finally, I conclude that doublespeak cannot be banned. Basically, the advertisers use doublespeak to cover the weakness of their products. As readers, we should try to minimize the impact of doublespeak. In other words, the readers should be aware of doublespeak and being critical when reading advertisements, because advertisement language is considered to contain many doublespeak behind those slogans, taglines and descriptions.

My suggestion for other writers who want to take a similar topic is they can take any kinds of advertisements, such as cosmetic products, apparel products, health products, and many more. Many advertisers often apply doublespeak in their advertisements. Mostly of those advertisements have taglines, slogans and descriptions that can be analyzed by William Lutz's theories.

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