

# CHAPTER ONE

## INTRODUCTION

### **Background of the Study**

This thesis is a study of the use of doublespeak in taglines and expressions of some Internet or online advertisements of *Clinique* beauty products. The definition of *advertisement* in *Oxford Advanced Learner's Dictionary* 7<sup>th</sup> edition is “a notice, picture or film telling people about a product, job or service” (“Advertisement def.1”). Selling a product is the main purpose why advertisements are made. Advertisements can be the best way for the manufacturers to introduce the products that they want to sell to the market. Advertisers utilize online media to make their advertisements find anywhere, for example, on the Internet or online advertisements.

Doublespeak in advertisements can mislead consumers with the language that the advertisers use. This kind of language is interesting for me to analyze because doublespeak is easy to find in our daily life. We, as consumers, often do not realize the way the advertisers try to convince us to use their products. Thus, actually consumers or viewers get unclear information about the product and what

the advertisements offer. Lutz in his book *Doublepeak* explains that, “Doublespeak is language that pretends to communicate but really does not. It is language that makes the bad seem good, the negative appear positive, the unpleasant appear attractive or at least tolerable” (1). Misleading is also one of the tricks that advertisers use in advertising to make their product seem attractive and interesting to buy.

I would like to take the words from *Clinique* beauty products to analyze because I see frequent occurrence of doublespeak in beauty product advertisements. *Clinique* is one of the cosmetic companies founded by Dr. Orentreich and born with the idea that “Great skin can be created” in the United States in 1968. Simple ideas about beauty bring *Clinique* to become a world-famous cosmetic company. One year later *Clinique* opened its first counter in the United Kingdom. A daily cleansing, exfoliating and moisturizing routine is 3-Step Skin Care System from *Clinique* that have been very famous until now (“Our History”).

The reason why I analyze beauty product advertisements is because I see most of beauty products offer the same efficacy, and of course it could be an interesting discussion. Almost all beauty product manufacturers say that their products are better than the others. The words that the advertisements use to attract consumers are what I am going to analyze. Using words to mislead the consumers and also promising any kind of efficacies are some efforts that advertisers use to sell their products.

Beauty product advertisements mostly appear on television, in women magazines and newspapers. In addition, the manufacturers post their

advertisements on the Internet. Many beauty advertisements can attract the attention of consumers because beauty products are one of the most important things for women to take care of their skin, face, and even their weight. The advertisements have pictures and words which are used to attract the attention of the consumers to buy their products, and women are often easily deceived by something interesting to them.

Most advertisements have taglines and expressions which have the same meaning as slogans. The definition of *slogan* according to *Oxford Advanced Learner's Dictionary* 7<sup>th</sup> edition is “a word or phrase that is easy to remember, use for example by a political party or in advertising to attract people’s attention or to suggest an idea quickly”. In my analysis, I use the theory of Lutz to help me analyze and discuss this topic. According to Lutz (1), doublespeak is used when the advertisers want to convince the consumers by using another meaning rather than the real one. Lutz also states that “Doublespeak is not a matter of subjects and verbs agreeing; it is matter of words and facts agreeing” (1).

The expectation of this study is aimed to the consumers, who are women. After reading this thesis, I hope women will not be deceived by doublespeak. They can know exactly the purpose of advertisements, instead of being lured by the doublespeak in the advertisements. Many consumers are interested to use the products that the advertisers offer because the advertisers sell their promises through the words they offer for their products. “indeed, most of doublespeak is the product of clear thinking and is carefully designed and constructed to appear to communicate when in fact it doesn’t” (Lutz 18-19).

On the one hand, consumers try not to be misled by any promises from advertisements. On the other hand, they are curious to try the products they see in advertisements. Sometimes, they just ignore their belief that the advertisements make the words more attractive to get their attention and then they finally try the products. Lutz also states, “Doublespeak has become so common in everyday living that many people fail to notice it. Even worse, when they do notice doublespeak being used on them, they don’t react, they don’t protest” (19).

(806 words)

### **Statement of the Problem**

Based on the Background of the Study, the problems are formulated as follows:

1. Which part of the advertisement contains doublespeak?
2. What kinds of doublespeak do the taglines and expressions belong to?
3. How do they mislead the readers or consumers?

### **Purpose of the Study**

The purpose of this thesis are as follow:

1. To identify the taglines and expressions of *Clinique* advertisements which contain doublespeak.
2. To classify different kinds of doublespeak in the advertisement taglines and expressions.
3. To discuss how the advertisement taglines and expression mislead the readers and consumers.

## **Method of the Research**

Firstly, I collected the *Clinique* beauty product advertisements from the Internet and observed the taglines and expressions which are considered doublespeak. Secondly, I analyze all expressions and classified the doublespeak into several types. Thirdly, I gave the reason how the expressions lure and mislead the reader or consumers. Finally, I wrote a report about the doublespeak found in the *Clinique* beauty product advertisements.

## **Organization of the Thesis**

The thesis consists of four chapters. Chapter One is Introduction, which contains Background of the Study, Statement of the Problem, Purpose of the Study, Method of the Research and Organization of the Thesis. Chapter Two is Theoretical Framework, which presents the theories to support the analysis of the data. Chapter Three presents the analysis of the data. The last chapter is Chapter Four, which are Conclusion and my comments and opinions. Bibliography and Appendix are found at the end of this thesis.