

CHAPTER FOUR

CONCLUSION

Based on my analysis of some *Clinique* beauty product advertisements, I would like to present the concluding points. In my thesis, there are three kinds of doublespeak found in *Clinique* beauty product online advertisements. The first is weasel word, the second is unfinished word and the third is combining weasel word. From the twenty nine words which are classified as doublespeak, I mostly find weasel word in the advertisements. There are twenty five doublespeak in the advertisements. The weasel words *help*, *look*, *smooth*, *soft* and *instantly* are even said twice in the first and third data. There are twenty different words and five similar words such as *help*, *look*, *smooth*, *soft* and *instantly* which belong to weasel word while two words *longer* and *younger* to unfinished words and *more youthful* to combining weasel word. Yet, the other kinds of doublespeak which are parity claim and up to claim are not found in the *Clinique* beauty product online advertisements I analyze. From the amount of words which are found as doublespeak in my thesis, we can see that the advertisers use weasel word as the most dominant device to promote their products.

The result shows that weasel word is the most popular doublespeak used by the advertisers. In my opinion, it is so obvious that the advertisers use weasel word because it is the easiest way for them to promote their products. The consumers are easy to mislead by potential promises. Potential promises are the ones that the advertisers put in the expressions of the advertisements; for example, the words *smooth* in the first data and *new* in the second data. The words *smooth* and *new* are used to mislead the consumers. As we know, *smooth* is one of the effects that women as the consumers look for in the beauty products. Besides, based on the analysis in my thesis, women like to try something new, so they are very easy to accept the word *new* without really thinking about the proof. As a result, weasel word is categorized as the easiest doublespeak to use by the advertisers to avoid any laws or legal implications. It is the consumers who must be aware of the fact, because the advertisers are not responsible for anything.

The minor device of doublespeak I find in the advertisements is unfinished word. The advertisers use this doublespeak because in my opinion, it is one of the strongest ways to lure or mislead the consumers. From my findings, unfinished word is used by the advertisers to create many interpretations from the readers or the consumers. In the analysis, it is clear that unfinished word is also one of the ways the advertisers use to avoid legal implications. Hence, the consumers must really know the real purpose of the advertisements. If the advertisers use unfinished word in their advertisements, the consumers should be aware of it, because any disappointments after using the products are not the advertisers' responsibility anymore.

In my thesis, combining weasel word is the least doublespeak that is used by the advertisers. There is only one combining weasel word that I find in the three advertisements I analyze. In my opinion, the advertisers do not use this kind of doublespeak for their advertisements because they have used weasel word as the easiest way to promote the products, and it is more readily accepted by the consumers. In this case, the consumers should also be aware of and suspicious of combining weasel word in the advertisements. It is because the advertisers have no responsibility to prove the truth of what they state in their advertisements even though they actually use those kinds of doublespeak to cover up the weaknesses of their products.

Two kinds of doublespeak that are not used in the advertisements are parity claim and up to claim. From my point of view, the advertisers do not use parity claim in the advertisements because they only focus on the results and effects of the products to the consumers than comparing their products to others. Besides, in my opinion, they want to use the elegant way by not comparing their products to others. On the other hand, they do not use up to claim because they do not want the consumers to see so many misleading expressions make them suspicious of them. They strengthen the expressions by using weasel word to mislead the consumers. Therefore, we should think twice before buying something essential.

Doublespeak is potentially used in these *Clinique* beauty product advertisements to increase the selling of the products. Targeting sales of beauty skin products as the primary goal, the advertisers try to attract women as the consumers to buy their products. In addition, skin is one of the most parts that are

concerned with women and it is very commercial to sell beauty skin products because every woman needs them. The advertisers offer many promises to the consumers by using doublespeak in the advertisements. From the analysis of my data, most of the words the advertisers promise are about making the consumers' skin better than before using the products. Thus, it is very easy to believe what the advertisers promise, but it is the problem that the consumers must be aware of their promises.

Analyzing any linguistic features in advertisements is actually very interesting, especially doublespeak in advertising like what I choose in my thesis. Supported by Lutz's theory, the purpose and the real meaning of any advertisements can be discovered clearly. Actually, I hope there is going to be another absolute theory about doublespeak in advertising, so we can strengthen the statements that doublespeak is often used in advertisements.

From my analysis of my data, people can compare other advertisements that also contain doublespeak. For example, doublespeak which often appears in advertisements is weasel word. We can see whether another advertisement has the same trend as what I analyze in the thesis. If it is the same, then weasel word appears to be the most dominant device the advertisers use. Therefore, it can be concluded that most of beauty product advertisements use the same strategy to promote their products. They are only concerned about making any promise which is actually not clear and cannot be proven. Besides, they only offer false claims to avoid any legal implications. Hence, those doublespeaks can be revealed easily.

If the consumers are critical to really know the meaning of the words the advertisers use in the advertisements, they can find the doublespeak easily. Yet, the consumers' consciousness basically cannot always be controlled, if it will become quite difficult for the consumers to avoid promises the advertisers make. The use of doublespeak in *Clinique* beauty product advertisements is often encountered in our daily lives. Without realizing it, we might be affected by their promises. We, as the consumers, may believe it and we are no longer aware of understanding the advertisers' promises. Therefore, the consumers should change their thought of believing what the advertisements state and be more alert of the promises that the advertisements make.

(1,161 words)