CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The topic of my thesis is Doublespeak in Maybelline Advertisements, and the linguistic area of my thesis is pragmatics. I have chosen to discuss Doublespeak because I want to know how the advertisers use words to grab the customers' attention and make them want to buy their products. It is interesting to know how such words can manipulate someone's mind. Advertisements have an important role in the advertising world since they help companies to introduce and promote their products. Advertisements appear on the radio, television, magazines, newspaper, the Internet, and other media. Thus, from dawn to dusk people will see a lot of advertisements. Many companies spend a lot of money on making advertisements for their products. "According to *Advertising Age,* the top ten advertisers for 1987 spent over $8.3 billion" (Lutz 71). The main reason for them to be willing to pay a lot for making advertisements is that they want people to

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know their products. According to *Doublespeak*, "64 percent of teenagers said that they get information about new products from television, while 36 percent said they often buy the products after seeing the commercials for them" (Lutz 75). As I have mentioned before, advertisers use television as one of the media to promote their products, and that 36 percent of the teenagers buy the products after seeing the advertisements. Advertisements obviously have a great impact on the consumers.

Advertisements use Doublespeak to promote, attract, and persuade people to buy their products. Doublespeak is very effective to deceive people because it can make something harsh seem or sound soft; it claims something that is not the same in reality. It really helps the advertisers to show to the consumers that their product is good or is the best among other products. In general, there are four kinds of Doublespeak, namely euphemism, jargon, gobbledygook, and inflated language. Besides, there are four other kinds of Doublespeak which are often used in the world of advertising, namely parity claim, weasel word, unfinished word, and up to claim.

In this thesis, I use Maybelline advertisements for the data because as a woman, I find that make up such as lipstick, mascara, and eyeliner are important things to improve women's look or make them look more beautiful. There are many kinds of brands of make up, but Maybelline, which was established in 1915, is still popular until now. One of the reasons for Maybelline to exist until now is its constant advertisements. "80 percent of the women agreed that women in general were more affected by advertising" (Lutz 78). This shows that advertisements really help the company to sell their products by using Doublespeak.

I have chosen the Internet as the source of my data. In this global era, the Internet is very important, since almost everything can be found in this medium. That is why many companies nowadays use the Internet to introduce and promote their products to the public. Besides, the Internet is the most effective medium of communication. What happened one hour ago can be checked in the Internet. Most people nowadays use the Internet to find anything they need. Small children, teenagers, adults of all ages mostly have the Internet access every day. Thus, many companies use the Internet to promote their products through advertisements in the Internet.

Companies also make official websites for their own brands to make it easier for people to find anything about the brands such as new products, current events, or explanation and information about their products. In this case, Maybelline has its own official web, in which people can find out about its new products and explanation about them.

The general benefit of being able to identify Doublespeak is of course to know the real meaning about the products. Besides, the use of jargon in the advertisements will give us knowledge about special language in the world of cosmetics; thus, for example, we can know the meaning of the acronym SPF 15 and what it is for. Being able to identify Doublespeak will give us a lot of benefit, and the most important thing is that advertisements will not be able to mislead us anymore.

Word count: 703

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1.1 Statement of the Problem

In the analysis, there are three problems that I would like to solve:

1. Which words or phrases in the advertisements contain Doublespeak?

2. What kind of Doublespeak do those words or phrases belong to?

3. How does Doublespeak mislead the consumers?

1.2 Purpose of the Study

By answering the questions above, I would like to accomplish these purposes:

1. To identify which words or phrases in the advertisements contain Doublespeak

2. To identify what kind of Doublespeak those words or phrases belong to

3. To show how Doublespeak misleads the consumers

1.3 Method of Research

The first step in conducting the analysis is to understand what Doublespeak is, and the theory that I use is William Lutz' *Doublespeak*. The next step is looking for the data; I use Maybelline advertisements as the data and get the data from the Internet. The final step is writing the report of the analysis.

1.4 Organization of the Thesis

This thesis is divided into four chapters. Chapter One is Introduction; it consists of Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research, and Organization of the Thesis. Chapter Two contains Theoretical Framework,

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which consists of the theories of Doublespeak in the advertising world. The analysis is in

Chapter Three. Chapter Four contains Conclusion, which is followed by Bibliography.