

CHAPTER FOUR

CONCLUSION

In this chapter, I would like to present the concluding remarks and comments from the discussion on Doublespeak in the advertising world. From the analysis, it is evident that the advertisements use all types of Doublespeak in the advertising world, which are **puffing**, **weasel word**, **unfinished word**, and **up to claim**. The most common type of Doublespeak which is used in the data is weasel word. We can find that type of Doublespeak in every data.

The word *new* is the word which is most frequently used in the advertisements. It is found in data 1, 2, 5, 6, 7, and 8. The word *new* is very popular because it can help the advertisers to make their products sound outstanding although in fact it may not be like that. For example, by only changing the package or colour of the product, the producer can claim that the product is new. At the same time, however, the readers will think that there is a really significant change.

Besides the word *new*, there are other words which are considered weasel words that can make the product seem magnificent. In data 4, for example, the advertiser uses the words *24 hour* that make people amazed because if they use this mascara, they think they need not re-apply the mascara more than once in 24 hours. In data 6, the word *colossal* is used. The readers will be interested in knowing more about the product because they want to have that type of lashes. Those words can attract the readers to see the advertisement and buy the product because they think that the product is amazing.

In the advertisements, the advertiser also uses subjective words, such as *thick*, *bold*, *instant*, and *warm*. Different people have different interpretations about those adjectives because each person has different standards. Thus, the product will sound amazing, but in reality it is not like that.

Unfinished word is the next commonly used Doublespeak in the Maybelline mascara advertisements. The words such as *bigger*, *flirtier*, *blacker*, *longer*, and *sexier* can be found in data 1, 3, 6, 7, and 8. By using this type of Doublespeak, the advertiser wants to compare their products with their other products or with products of other brands. However, because the claims in the advertisements are not complete, the readers will finish the claims using their own ideas which make the products seem better than other products. From my analysis, it can be concluded that the advertiser uses unfinished words to let the readers finish the claims by themselves so that their products seem impressive because the readers will think that the products are better than other products.

Parity claim is the most rarely used Doublespeak in the advertisements. There is only one data which contains parity claim, namely data 6 and the word is *blackest*. In my opinion, parity claim is rarely used because the advertiser only wants to emphasize that the product is better than other brands. The producer lets the readers compare the greatness of Maybelline's mascara with mascaras of other brands by themselves. The advertiser does not claim that Maybelline mascara is the best among other brands because it is too risky to do so. Parity claim is actually rarely used in Maybelline mascara advertisements.

From the analysis, it can be concluded that the advertiser uses Doublespeak not to lie or make fake claims to the readers. Actually, the advertiser only plays with words to make something ordinary seem extraordinary. By using and playing with such words, the advertiser successfully makes the product look extraordinary. What the readers will see and think is only the good side of the product because the advertiser has minimized the weakness of the product through Doublespeak. For example, when a flue medicine claims that it can help to relieve cold symptoms, it does not mean that this medicine can cure the flu because the advertiser only claims that the medicine can relieve flu instead of curing it. In addition, the advertiser says that it can relieve cold symptoms, which are a headache, a runny nose, and watery eyes instead of curing the flu itself. This example reveals how the advertiser uses Doublespeak to minimize the weakness of the product. The readers will not realize the real meaning of the words in the advertisements because, as I have already said, the advertiser uses subjective words.

In my opinion, studying Doublespeak gives us many advantages, especially if we are shopaholics and always tend to believe anything that the advertiser states in advertisements. Doublespeak tells and shows us that something may not be as good as what it seems. The advertiser of Maybelline uses advertisements to promote and sell their products to the public and increase their sales. Thus, they will try to create an advertisement which can minimize the weakness of their products to make people buy them. We are blinded by the words in the advertisements. However, if we know about Doublespeak, we will be more careful whenever we read an advertisement and will think twice before we buy the product. As a consumer, we will be more aware of the real meaning of the words in the advertisements.

Since I use the Internet as the source of my data, I find some difficulties during the process of writing this thesis. Sometimes it is very hard to read the words because the picture is not clear and the resolution of the picture is too small. If other researchers want to use the Internet as the source, they have to make sure that they get clear pictures with high resolution so that they will be able to read all the words. Another difficulty lies in the language which is not the English language, so that I have to look for other advertisements for my data. I believe that it is safer to use magazines or newspapers as the sources because the pictures are usually clearer than those downloaded from the Internet.

Finally, I hope this thesis may be beneficial and give the readers new knowledge, especially about Doublespeak, since having such knowledge will give us many advantages. After studying Doublespeak, we will be more critical before we buy something. In other words, we will not be easily misled or cheated.

Word count: 1043 words