CHAPTER ONE

INTRODUCTION

Background of the Study

As social beings, we need to communicate with others, and one of the tools of communication is mobile phones. A mobile phone is a small telephone that people can take with them and use outside their homes ("Mobile Phone"). According to *dailymail.co.uk*, "from 7 billion population, 6 billion people use mobile phones, and Indonesia is in the second place of mobile phone users with 250 million people in 2013." It shows how important mobile phones are nowadays. Aside from messaging and telephoning, a mobile phone can be used for taking and saving pictures, browsing, listening to music or making important notes, etc. Manufacturers of mobile phones have produced so many kinds of mobile phones depending on what the consumers need. For example, they will produce mobile phones which have good features for listening to the music or watching television. The purpose for doing that is to attract people and encourage them to think that the manufacturers of mobile phones understand their need.

To make people know about their product, a company advertises it by using a *slogan*. *Slogan* is a word or phrase that is easy to remember and is used by a group or business to attract attention ("Slogan"). In other words, we will know one product easily by seeing or hearing the slogan.

According to *Oxford Advanced Learner's Dictionary* 7th Edition, *advertising* is, "the activity and industry of advertising things to people on television, newspaper or internet" ("Advertising", def. 1). Therefore, the company will publish their product attractively and persuasively in order to make people have a desire to have it. For example, sometimes, when we take a look at the advertisements of a particular mobile phone, and the phone that we see is better than ours both in terms of specifications or the design of the phone, automatically we will have a desire to have one. It is just because of the words used in the advertisements that persuade us.

Advertising has been started by the ancient Rome, Pompeii, Egypt, and Babylonians. They made advertisements in the form of stencilled inscriptions. For the first time, advertising was known as an outdoor display and decorated in the wall of a building and over the shops (Gopakumar pp. 39-40). Now in the 21th century, advertisements are in the form of mass media including newspapers, magazines, Internet, radio, television and billboards. This fact shows that advertising develops in this era of globalization and it is still essential for people.

The words in the advertisements on television, magazines, the Internet and newspapers have a strong connection with the products. People will not recognize a product if there are no words to describe it. In general, advertisers employ a special device. As I have stated earlier, the words used in the advertisements that persuade us is called *doublespeak*.

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According to Lutz, *doublespeak* is, ". . . a language that pretends to communicate but really does not" (1). The purpose of doublespeak is to mislead or deceive a person; the incongruity between what it is said and what the reality is (1). In other words, what it is said may not be the same as the reality. In my opinion, without doublespeak it is hard to persuade people to buy their products.

The topic of my thesis is "Doublespeak in *Apple* Products Advertisements". I will discuss the elements of doublespeak contained in the advertisements of the *Apple* products, not only the slogan but also the content of the advertisements. I choose *Apple* because in promoting the products, such as iPhone, Macbook, iPad or iPod, they mostly used doublespeak, so some people are easily misled. Besides, it is interesting to find out what the advertisers do in competing with other producers. According to *dailymail.co.uk,* nowadays *Samsung* is holding the market in terms of gadget follows by *Apple* in the second place in 2013.

The data for my analysis are taken from *Apple* products advertisements in some websites. The reason why I choose websites is because nowadays Internet plays an important role in our lives. The Internet can be accessed anytime and anywhere. That is why the Internet is one of the most effective media to publish advertisements because we can check everything we want easily by searching on the Internet. By checking the entire websites, we will know that a certain kind of mobile phone will be released with the complete specifications and features.

The things that make me interested in doing this analysis is because I myself feel curious about what advertisements say and what the reality is. I hope this thesis can be useful to help people to understand more about doublespeak in advertising. Therefore, the significance of my study is that people can become

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aware of the use of doublespeak in advertisements, so that they will not be misled by it.

<div align="right">Word Count: 807 Words</div>

Statement of the Problem

In doing the analysis, I would like to find out:

1. What kind of doublespeak is found in the *Apple* products advertisements?

2. How does the use of doublespeak in the advertisement mislead the readers?

Purpose of the Study

By solving the problem above, I would like to accomplish these purposes:

1. To identify the kind of doublespeak used in the *Apple* products advertisements.

2. To show how doublespeak in the advertisements mislead the readers.

Method of Research

In conducting the research, the first step that I took is to understand the meaning of doublespeak. The theory that I used is derived from Lutz' *Doublespeak.* Then, I looked for the data sources, in this case *Apple* advertisements. After that, I analysed the data based on the relevant theory. The final step is writing the thesis.

Organization of the Thesis

This thesis is divided into four chapters. Chapter One presents the Introduction, which consist of Background of the Study, Statement of the Problem, Purpose of the Study, and Method of Research. Chapter Two contains the Theoretical Framework, which presents the definition of Doublespeak and Advertorial Doublespeak. Chapter Three discusses the analysis of the data.

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Chapter Four is the Conclusion. The last two parts are Bibliography and Appendix