CHAPTER FOUR

CONCLUSION

In this chapter, I will draw a conclusion from the analysis that I have done. We can see in the advertisements that the data contain advertorial doublespeak, such as **weasel word, parity claim, unfinished word,** and **jargon.** In the analysis there are total 9 data, in which *weasel word* appears in every single advertisement; *jargon* appears in 7 advertisements; while *unfinished words* and parity claim appears in 5 advertisements respectively. The following paragraph will discuss the reasons why those kinds of doublespeak appear in the analysis.

The effectiveness of using weasel word in the advertisements is the key factor to attract the readers' attention. We can see that weasel word mostly appear in the advertisements. By using weasel words, the advertisers can promote the products more easily. Take an example in our daily life, if our friend tells you that the taste of the food in restaurant A is delicious, indirectly you are encouraged to try the food in that restaurant without you know the real taste of the food. However, you tend to assume that the food is good. Likewise, in my analysis, with or without the picture; only by looking at the words, the readers will

feel that the words are true. For example, the word *new*, the word that mostly appears in the advertisements. When the readers hear or see the word new, they will associate it with something positive, like the product is good, there are several advantages of using the product, etc. Moreover, it leads their curiosity to know more about the product.

Furthermore, the curiosity can also be tickled by the familiar words which the advertisers use. By using the familiar words, such as *amazing, powerful, incredible,* etc, the message received by the readers is that the product is true as what it is stated. Moreover, it is delivered well and quickly without having to describe of its overall quality. What is more, with the familiar words, the readers will find it easier to know the meaning of the advertisements. For example, when the readers see and hear the word *powerful* in mobile phone advertisements, they will think that the specifications, including the camera etc, are very good. However, in the advertisement, the word *powerful* itself is unclear as it does not tell about like what is the powerful smart phone. Thus, the choice of words that the advertisers use makes the readers easier to understand without having to know more.

The next is the exclusivity of using jargon. By using jargon, the readers will not know the terms; some may be know already the terms but does not know the meaning. The terms such as *iOS, Siri, Anodized 6000, Firmware 2.0,* etc will make the terms sounds exclusive and the readers will think that it is for a upper-middle class regardless of the price that the product has. Some of the features that iPhone have do not exist in android, like *iTunes, iChat, and App Store.* However, the function is still the same; android has *Google Play Store, Chat On* and other application to download music for free. Moreover, the use of jargon makes the advertisements eye-catching. If the readers do not know the terms,

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they will think the product is rich of features different from others. This is the reason why jargon appears in 7 data that I have analyzed.

Parity claim and unfinished words are also appear in the advertisements. The use of unfinished word is also important. The unfinished word is brief but attractive to the readers' mind. However, it needs the visual images to make even more promising. Sometimes, the advertisements claims that they have a faster connection yet, it does not really explain and describe even though the advertisers have added it with pictures.

Furthermore, the exclusiveness is also shown by parity claim. It is seldom that the value of the iPhone is lowered. Thus, iPhone refers to upper-middle class people. That is why, they are claiming that they are the most advanced, powerful and amazing in order to prove that they are exclusive products.

Because of Apple is a well-known brand, the value of their products is not easily lowered. The company also seldom gives discounts for their products. Furthermore, the target market for Apple itself is to upper-middle class people. iPhone 5-embedded with rare black diamond is the most expensive smart phone in the world now; with the price at a whopping $15 million. For Apple users, they know that Apple products have a weak point in maintaining the battery life, the battery will weaken slowly even though we do not use it. However, the advertisers do not put up to claim in their advertisements. It is just because they do not want to show their weakness. They only focus on impressing the readers by using weasel words. Thus, the weakness of the products is covered by other claim.

I use the theory of doublespeak derived from Lutz to analyze the Apple advertisements and as the result weasel word is the type of doublespeak which appears in every single advertisement. The uses of weasel word in these

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advertisements are very important to increase the selling of the products as well as *jargon*. Moreover, it cannot be separated from the other types of doublespeak, like *parity claim* and *unfinished words*. In my opinion, the more doublespeak found in one advertisement, the more the readers will take a notice.I wonder if we use the same theory to analyze one of their competitors, like *Samsung*, the result will be the same or different.

Finally, I hope this thesis can be beneficial to readers to know more about doublespeak. By writing this thesis, I get the insight about the advertiser's effort to attract the consumers. Technology is thriving nowadays, not only the smart phones but also others technology such as computer, laptop or tablet; thus, we as the readers should not be blinded by what advertisements say. The more we believe what the advertisements say, the more we will be disappointed. That's why, we should think twice when reading advertisements and perhaps searching for some information about the products before we purchase something.

Maranatha Christian University