

CHAPTER ONE

INTRODUCTION

Background of the Study

We cannot deny the fact that human beings are social beings. Therefore, no human beings can live alone in this world without interacting with others. We can see this fact through our daily life; such as if there is no farmers, we will not be able to eat rice or even vegetables. If there is no advertiser, we will not know when a company creates new products. That is why interaction between human beings are very crucial

One form of interaction is exchanging information, which is commonly known as communication. A communication is considered successful if the information is conveyed correctly by whatever means necessary.

Sometimes, the information receivers do not really understand what the information is; consequently, they will come up with their own interpretations. As the advertisers know this fact, they will intentionally make blurred information to cover up the fact and lead the public (the audience) to believe what they want the

consumers to believe for the advertisers' own sake. In other words, they try to mislead the public.

Communication is not only used in daily conversation, but also in advertisements, military, business, education, or even politics. However, the language used to communicate in one field might be different from that in other fields. For example, the word "court". According to *Oxford Dictionary*, the meaning of *court* in the field of law is "the people in a court, especially those who make decisions, such as the judge and jury." ("court," def. 1a) While if a sportsman says: "Gathered in the court!", the word *court* means "a place where games such as tennis are played" ("court," def. 1c)

People use language as a tool to achieve their goals. One of the methods is doublespeak. Doublespeak does not occur because of slip of the tongue or done inadvertently, but it is deliberately invented in a very conscious mind. Doublespeak is language that pretends to communicate but in fact not, it is language that is deliberately invented to disguise the actual meaning of a word. The use of doublespeak is to mislead, distort, and corrupt the human mind (Lutz 2).

Nowadays, doublespeak has become very common, but many people still fail to notice it. The worst is that even though people notice the use of doublespeak, they do not react or even protest to it. Some examples of doublespeak that exist in our daily life are "doing business" instead of "*going to the bathroom*", "lose your breakfast/lunch/dinner" instead of "*throwing up*". These words may be considered humorous and harmless. However, if the

sentence “I am sorry for the negative patient care outcome” instead of “ I am sorry that the patient died”, or “you are telling categorical inaccuracy or terminological inexactitude” instead of “you are telling a lie”, we may understand doublespeak as trying to avoid responsibility, making the offensive seem tolerable, the bad appear good, and which seems to communicate with people while in fact it does not (Lutz 20).

In this thesis, I choose beauty treatment products advertisements as my data. The reason why I choose this data source is that nowadays people, especially women use beauty products to look beautiful and attractive. Women will spend money to buy a particular product despite its high price. All they want is a beautiful, young and attractive appearance. Sometimes, those desires make them blind although they are well-educated people.

Since the demand for beauty products is getting higher, the producer starts to produce many kinds of products to gain a lot of financial profits. This issue has caused the competition among companies to become even tighter. In order to exist in the marketing world, the advertisers must make their product more attractive and more unique than other products. One of the ways is using doublespeak in their advertisements.

According to Lutz, there are five kinds of doublespeak used by advertisers to advertise some particular products, namely “puffing”, “the rule of parity”, “weasel words”, “up to claim”, and “unfinished words.”

The significance of this thesis is that people will be aware of the words used in particular products. People are expected to know the actual

meaning of those particular words, and moreover they should not let themselves be misled. They should not let their eyes be blinded by their temporary desires. In other words, they should be aware of those advertisements using doublespeak.

(728 words)

Statement of the Problem

The problems in this study are formulated as follows:

1. What type(s) of doublespeak is/are applied?
2. How does the doublespeak mislead the readers?

Purpose of the Study

Following the statement of the problem, the purposes of this study are:

1. To classify the type(s) of doublespeak found in the data.
2. To find out how doublespeak misleads the readers.

Method of Research

I searched for the data from the Internet in the form of advertisements. The steps are as follows: selecting, listing, and analyzing the data, then concluding the analysis. Some theories from the textbooks and the Internet are used to analyze the data. Finally, I write the thesis.

Organization of the Thesis

The thesis consists of four chapters. Chapter One is Introduction, which consists of Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research, and Organization of the Thesis. Chapter Two is Theoretical Framework. Chapter Three presents the data analysis. Chapter Four states the Conclusion of the analysis. Finally, Bibliography and Appendix are placed at the end of the thesis.