

## **CHAPTER FOUR**

### **CONCLUSION**

In this chapter, I would like to state some concluding remarks based on the analysis of doublespeak in beauty treatment products advertisements that I have found on the Internet.

I conclude that doublespeak can be easily found in almost every advertisement. This point can be seen in Chapter Three, where relatively a great amount of doublespeak in advertisements is analyzed. The presence of doublespeak in advertisements has become so common, but there are still many people who do not protest against it at all. From the 8 data that I have found on the Internet, the kinds of doublespeak used in advertisement are weasel words, parity products, and unfinished words. There are 32 weasel words, 2 unfinished words and 1 parity product.

The most commonly used of doublespeak in advertisements is weasel words. The use of weasel word in cosmetic products, especially skin protection products is quite effective. The consumers, especially women, try as many ways as they can to stay beautiful, attractive and young. The most common words used

in advertisements are *control, tone, soften, enhance, and 100% oil-free*. Women can easily be attracted by those words, as they will have to face skin aging problems as they grow older. Since most women are afraid of becoming ugly, they will try anything that they can, so that their skin will always stay good and healthy despite their age. For most women, the most important thing is they can stay young, beautiful and attractive. In fact, as age increases our skin will change because the cells in our skin have started to die due to the ultraviolet light, pollution, and many more. There is not a thing or even a product that can stop the aging process. Those cosmetics that we can see now are only to slow down the aging process, which all women are afraid of. There are some words that seem to make a claim, but in fact the word does not have any meaning, or we can say it as an empty word; for example, the word *control*. When advertisers claim that their products “control anti aging”, we have to know that *control* means “to stop spreading or getting worse” (“control,” def. 2c). Yet, most people would think that their products would control the aging problem, while in fact what the advertisers mean is only to prevent the aging problem from getting worse. That is why, the word *control* does not claim anything at all. It is just put in the advertisement to attract the consumers.

The second most commonly used of doublespeak is unfinished words. The use of unfinished word in advertisement gives some information, but they do not give any detailed information about the product. This fact can be seen from the cosmetic advertisement tagline, such as “brighter, smoother, and firmer.” We need to think whether after using the product, our skin will be brighter, smoother, and firmer than what. It can be bright, smooth, and firm as a baby’s

skin or even a young adult's skin. This interpretation will depend on the personal judgement; therefore, the advertisers will try to defend themselves if the consumers find out that the claim does not fulfil their hope. Hence, we can conclude that unfinished word is easier to attract consumers to buy their products.

The most rarely use type of doublespeak is parity claims. We know that parity product is just the same product but with different branding, so there is no difference between one product and the others, except for the brand. If all the products use the same claim, such as parity claims, the consumers will not be interested because there is no specialty about the product with different branding. Moreover, in the advertising world, if all the advertisers use the same claim, the consumers will not be attracted to buy the products. If some companies invent new products, they would not gain any profits, because there is nothing special about their products. Therefore, the consumers will keep on using certain products that they have so far used. That is why, the use of parity product has become rare, as it cannot attract the consumers much.

When the advertisers want to highlight the quality of a product, the effective one is using weasel word. It is known that quality is about the content of the product. If the advertisers use parity product in their advertisement, the consumers will not buy their products. On the other hand, if the advertisers use weasel words, such as “the combination of trace elements and minerals”, the consumers will be attracted as they know that if the product contains certain substance, it will give a significant effect after using it. Even if we analyze the words deeply, we still do not know what kind of trace elements and minerals

that have been added into the product. Thus, not everyone will think about the trace elements and minerals that the products contain. They just think that the product can give a significant effect because of the content.

If the advertisers want to highlight the durability of their products, the most effective way is to use parity claims. It can be seen from the example of parity claims, such as “the most effective” or “the best one.” If the advertisers do not use parity claim as I have mentioned earlier, the consumers will not buy their products because the consumers prefer some products which truly promise something. When we analyze the words deeply, “the most” or “the best” actually means “equal to.” Thus, it still makes sense as no company will sell failed products. If they sell failed products, automatically their company’s image will be ruined. Therefore, we can conclude that all companies will sell the best products that they have, but the durability of the products is more and less the same as others.

If we analyze other products, such as Vaseline or Olay, they also use doublespeak, as without doublespeak their advertisements will be plain and boring. The most commonly doublespeak is weasel word, as it attracts the consumers. The word seems to claim something, yet if we analyze it deeply it does not claim anything at all. Therefore, weasel word is considered the most eye catching word as the advertisers do not have to give detailed proof in their products. Moreover, the consumers will not bring a dictionary when they go shopping.

The use of doublespeak in beauty treatment products does not always present something untrue. As the demand of effectiveness of the products is

different from one person to another, each consumer might make their own interpretation. That is why, before buying certain products, we have to be aware of what the words mean. We cannot impose our interpretation with others, as everyone has their own opinion. The only thing that we can do is by using our language awareness. The more aware we are about the real meaning of a word, the smaller the chance for us to be misled by the word. As a result, we can still tolerate the use of doublespeak in advertisements.

(1,183 words)