

# CHAPTER I

## INTRODUCTION

In this chapter, the researcher explains the background of the study, identification of the problem, the scope of the problem, research questions, objectives of the study, and significance of the study. Also, continuing into previous studies, theoretical background, and conceptual framework.

### 1.1 Background of the Study

Language is universally recognized as one of the most sophisticated symbolic systems available to human beings. Beyond its basic communicative function, language operates as a powerful medium through which individuals organize experiences, form social identities, and negotiate meanings within specific cultural and institutional settings (Tektigul et al., 2023). It does not merely record reality; rather, it actively constructs the ways people perceive and respond to the world around them. From a cognitive perspective, language enables humans to categorize abstract and concrete phenomena, making complex thought processes possible. Socially, it becomes the mechanism through which values, ideologies, and power relations circulate. As Lutz (2015) asserts, linguistic expressions can shape public perception so profoundly that “the undesirable appears acceptable, the harmful seems beneficial, and the unpleasant becomes tolerable (Burgess et al., 2021). This observation illustrates the transformative capacity of language and highlights that communication is never value-free. Every utterance reflects choices that are shaped by social norms, cultural expectations, institutional pressures, and ideological orientations (Alashqar, 2024).

In today’s global communication landscape, these dynamics are particularly evident in mass media environments where multiple actors corporations, governments, digital influencers, and content creators continuously compete for public attention. Among these domains, advertising stands out as one of the most pervasive and influential forms of communication. Advertising functions not merely to convey information about a product or service; it is a highly strategic and rhetorically sophisticated activity aimed at stimulating desire, creating emotional engagement, and guiding consumer decision-making (Jamal & Khan, 2024). (Hornikx et al., 2024) argue that advertising operates through symbolic associations that extend far beyond the material characteristics of the products. What is marketed is not simply an object, but an entire set of meanings: an aspiration, a lifestyle, a promise of enhancement, or an identity that consumers can adopt. Through language, advertisements construct imagined realities in which consumers envision themselves as improved or empowered individuals realities that are often more persuasive than factual product details.

The language of advertising operates strategically. Emotive vocabulary, stylistic ambiguity, selective framing, and subtle suggestion work together to promote favorable interpretations while discouraging critical evaluation (Absattar et al., 2022). advertising thrives in the “grey zone” between factual accuracy and persuasive creativity (Kučera, 2021). Lutz (2015) further notes that advertising is not bounded by the same epistemic

standards found in legal, scientific, or journalistic discourse (Afolayan & Awwal-bolanta, 2024). Instead, it normalizes exaggeration, poetic language, and deliberate vagueness. These communicative features are not automatically deemed unethical; they are widely accepted as part of the creative freedom permitted within marketing. It is in this linguistic space one that allows suggestion without obligation that doublespeak emerges as a central phenomenon.

From a linguistic perspective, understanding how meaning is conveyed implicitly rather than explicitly falls within the domain of pragmatics. Pragmatics explores how communication relies not only on the literal content of utterances but also on contextual cues, shared knowledge, and social expectations (Siregar et al., 2024). One of the foundational contributions in this field is Grice's (1975) theory of implicature, which explains how meaning can be communicated indirectly through the strategic observance or violation of conversational maxims (Elsheikh & Musa, 2022). Implicature allows speakers to suggest meanings, attitudes, and evaluations that are not overtly expressed but are readily inferred by listeners. As Mulyana (2015) notes, observes, implicature functions as a bridge between linguistic form and contextual meaning, enabling speakers to compress complex ideas into concise expressions (Ruzibaeva, 2023). In advertising contexts, implicature serves as a persuasive tool by enabling marketers to imply desirable characteristics such as luxury, reliability, or innovation without making explicit statements that may be legally challengeable.

The importance of implicature has increased in the digital communication era, where consumers are exposed to vast amounts of content in rapid succession. Digital advertisements, especially those embedded in social media feeds, rely heavily on fast inference-making because audiences often encounter them for only a few seconds (Romero & Temena, 2025). As consumers scroll through screens, subtle hints and suggestive cues can be more effective than lengthy explanations. Advertising scholars such as (Motreniuc, 2023) emphasize that argues that advertisers intentionally embed implicatures to create subconscious associations that shape consumer attitudes and behaviors. These associations often feel internally derived by consumers because they are the result of their own inferential processes, making them more powerful and more psychologically integrated than straightforward persuasive claims.

A compelling and highly relevant example of this phenomenon is found in Apple Inc.'s iPhone advertising discourse. Apple is globally recognized not only for its technological innovations but also for its mastery of branding and symbolic communication. The company's promotional materials are known for their minimalist aesthetic, strategic ambiguity, and emotionally charged language. Apple advertisements rarely rely on detailed explanations of hardware specifications; instead, they construct narratives of elegance, creativity, modernity, and exclusivity (Wardhana, 2021). Phrases such as "*Think Different*," "*The future is here*," or "*The most powerful iPhone ever*" exemplify how Apple uses suggestive, aspirational language rather than precise descriptions. These statements often flout Gricean maxims, especially the Maxims of Quantity and Manner, by providing less information than expected and using ambiguous or subjective phrasing. Apple employs implication based persuasion that

encourages consumers to interpret the iPhone as superior without the company explicitly asserting such claims. (George & Baskar, 2024).

The rhetorical effectiveness of Apple's advertising is reflected in its market performance. Databoks (2022) reported that Apple's net revenue in the second quarter of 2022 reached USD 221.22 billion, with iPhone sales contributing over 50 percent of the total. These numbers demonstrate how linguistic strategies particularly those involving symbolic meaning, suggestive language, and implicit persuasion translate into economic influence. Apple's discourse positions the iPhone not merely as a technological device but as a cultural symbol associated with sophistication, status, and personal empowerment. This symbolic elevation is made possible through the strategic use of doublespeak and implicature, which construct layers of meaning that extend far beyond the literal messages conveyed in the advertisements (Raghuvanshi, 2025).

In this context, the concept of doublespeak becomes essential for critical analysis. According to William Lutz, doublespeak involves the deliberate manipulation of language to obscure, distort, or reverse meaning, commonly used in political, bureaucratic, and commercial communication (Yosimbom, 2024). In advertising, doublespeak functions as a tool that allows companies to present products in favorable ways while avoiding direct claims that could be scrutinized or contested. Expressions like "the most advanced experience" or "pro-level performance" sound impressive yet lack precise, measurable criteria. rhetorical constructions rely on implicature to guide consumers toward inferring premium quality or superior functionality (Bernat, 2024).

Given the pervasive influence of advertising and the increasing sophistication of corporate communication strategies, analyzing doublespeak in iPhone advertisements provides both academic and practical value. Academically, it contributes to pragmatic research by applying theories of implicature and doublespeak to contemporary digital marketing discourse. Practically, the study enhances media literacy, helping consumers recognize and critically evaluate subtle linguistic manipulations embedded in promotional content. By identifying the types of doublespeak used in iPhone advertisements and interpreting the implicatures they generate, this research aims to uncover the underlying pragmatic mechanisms that shape consumer interpretation. For these reasons, the present study is entitled "The Implicatures of Doublespeak in iPhone Advertisements: A Pragmatic Study."

## **1.2 Identification of the Problem**

Based on the background presented above, the researcher identifies several issues relevant to the analysis of doublespeak and implicature in iPhone advertisements, namely:

- 1.2.1 The difficulty of identifying specific words, phrases, or sentences in iPhone advertisements that contain doublespeak.
- 1.2.2 The lack of clarity for viewers in determining the types of doublespeak used in the advertisements.
- 1.2.3 The struggle of viewers to understand the implied meanings contained within doublespeak expressions in iPhone advertisements.

- 1.2.4 The unknown impact of exaggeration and similar persuasive techniques on consumer perception and decision making.
- 1.2.5 The unclear implications for advertisers regarding the long-term effects of relying on excessive implicatures and doublespeak.

### **1.3 Scope of the Problem**

The scope of this study is carefully delimited to ensure analytical depth and conceptual clarity. First, the research focuses specifically on iPhone advertisements produced by Apple, particularly those distributed through Apple's official YouTube channel. These advertisements frequently employ multimodal discourse, but the present study restricts its examination to verbal and linguistic elements, especially phrases and sentences that potentially contain implicatures relevant to doublespeak (N. M. D. P. Sari et al., 2021). Second, the study is limited to analyzing types of doublespeak as categorized by William Lutz and the implied meanings generated by these linguistic choices. Visual elements such as imagery, color symbolism, setting, or cinematographic techniques are acknowledged but not analyzed in detail, as this research prioritizes a linguistic-pragmatic perspective. Third, the study does not aim to measure the psychological impact of doublespeak on consumer behavior through empirical methods. Instead, it concentrates on interpreting the linguistic strategies embedded in the advertisements and explaining how these strategies function to influence consumer perception. While consumer impact is acknowledged conceptually, it falls outside the direct analytical scope. Fourth, the study focuses on pragmatic analysis, particularly implicature, and does not examine other linguistic aspects such as phonology, morphology, or syntax unless they directly contribute to meaning construction within doublespeak. Through these delimitations, the study ensures a concentrated and in depth exploration of doublespeak and implicature in Apple's iPhone advertisements.

### **1.4 Research Questions**

Based on the background, problem identification, and scope of the study, this research is guided by the following questions:

- 1.4.1 What types of doublespeak are found in selected iPhone advertisements?
- 1.4.2 What implicatures are contained within the doublespeak expressions used in iPhone advertisements?

### **1.5 Objectives of the Study**

Aligned with the research questions above, the objectives of this study are as follows:

- 1.5.1 To identify and categorize the types of doublespeak found in selected iPhone advertisements.
- 1.5.2 To analyze and interpret the implicatures contained within doublespeak expressions used in the advertisements.

## **1.6 Significance of the Study**

### **1.6.1 Theoretical Benefit**

From a theoretical standpoint, this study contributes to the academic field of pragmatic linguistics. First, it enriches the body of knowledge concerning implicature, particularly how implied meanings operate within commercial discourse. While implicature has been widely discussed in relation to conversational exchanges, its application in persuasive communication especially in advertising continues to be a developing area of research. By examining doublespeak, this study integrates the concept of deliberate language manipulation into pragmatic theory, offering a nuanced understanding of how speakers (or advertisers) shape meaning indirectly (Sternichuk & Nykoliuk, 2023).

Second, the research strengthens the theoretical framework surrounding doublespeak as proposed by William Lutz. Many studies focus on doublespeak in political communication or bureaucratic settings. However, fewer studies explore its presence in commercial advertisements, especially high-profile campaigns such as Apple's iPhone promotions. This research thus expands the applicability of doublespeak theory to the domain of marketing linguistics.

Third, the study provides an interdisciplinary bridge between linguistic pragmatics and communication studies. Advertising is inherently multimodal, combining linguistic, visual, and auditory elements. By focusing on linguistic aspects while acknowledging the broader communicative context, this research highlights the relevance of pragmatic tools in analyzing modern media texts. Such theoretical integration encourages future researchers to develop similar analyses in other multimodal environments.

Finally, the findings may serve as a reference for future researchers who are interested in investigating the intersection between implicature, persuasion, and media discourse. This study can support comparative analyses involving other product advertisements, brands, or cultural contexts. It may also inspire further theoretical refinement regarding the relationship between explicit and implicit meaning in strategic communication.

### **1.6.2 Practical Benefit**

In practical terms, this study offers insights for consumers, educators, and advertising practitioners. First, for consumers particularly young audiences who frequently encounter digital advertisements this study promotes critical media literacy. By understanding how implicature and doublespeak operate, consumers can become more aware of subtle persuasive techniques and develop the ability to make informed decisions when evaluating commercial messages (Shabbir et al., 2024).

Second, for educators and students in linguistics, communication, or media studies, this research provides a useful learning resource. The analysis presented in this study can be incorporated into classroom discussions, teaching materials, or academic writing exercises. It may also be useful for students who aim to conduct similar linguistic analyses of advertisements or other forms of persuasive discourse.

Third, for advertising practitioners, the study offers a reflective understanding of how linguistic strategies contribute to persuasive effectiveness. While advertising professionals may already rely on these techniques intuitively, a theoretical explanation

allows for more conscious and ethical use of language. Awareness of how doublespeak can mislead or distort meaning may encourage advertisers to craft messages that are both appealing and responsible.

Lastly, for policymakers or regulatory bodies concerned with truth in advertising, this study highlights the subtle linguistic mechanisms that can shape consumer perception. Although rigorous regulation of implicature may be challenging, understanding these mechanisms can support efforts to ensure transparency and accuracy in commercial communication (Austin, 2024).

### **1.7 Previous Studies**

The review of previous related studies serves as an essential foundation for positioning the present research within the broader academic discourse on advertising, pragmatics, doublespeak, and implicit persuasion. By analyzing prior scholarly investigations, this section highlights how existing research has approached similar themes, identifies where theoretical or methodological gaps remain, and ultimately demonstrates the novelty and significance of the current study. Although numerous studies have examined doublespeak, implicature, and persuasive communication separately, far fewer have integrated these concepts to analyze modern digital advertisements particularly those produced by Apple's iPhone brand. Thus, the literature reviewed here not only contextualizes the current study but also explains the conceptual need for further inquiry (Down et al., 2025).

The first study was by Dimas Alief Akbar Jatmiko and Clara Herlina Karjo (2023) entitled *Doublespeak in Five Brand Phone Advertisement as Smart Communication Technology*. Their research explored doublespeak in smartphone advertisements by analyzing 20 image-based ads from three different smartphone brands. The researchers relied on William Lutz's theory of doublespeak, particularly focusing on the four key categories: weasel words, up-to-claim, rule of parity, and unfinished words. Their findings revealed that the rule of parity was the most common linguistic manipulation used in the ads. This technique subtly implies that a particular feature such as a wide angle camera is somehow unique to the advertised product, even though the same feature is widely available in competing brands. Interestingly, the study noted that the rule of parity does not explicitly claim superiority; rather, it encourages consumers to infer equivalence while subtly positioning the advertised product as more desirable. This research is important because it shows how doublespeak operates within comparative product marketing, but it does not investigate how doublespeak interacts with implicature. Thus, while the study is relevant, its scope differs from the present research, which focuses specifically on implicit meaning rather than feature-based comparison.

The second study was by Melinda Dirgandini (2023) entitled *Doublespeak On Shiseido Ads On Social Media Instagram*. In this study, 25 data points were analyzed, with some advertising data featuring multiple types of doublespeak within a single advertisement. Using 25 examples, this study observed that several doublespeak types often appeared together within a single advertisement. The most dominant category was unfinished words, which appeared 12 times. Dirgandini argues that unfinished words are frequently used in Japanese advertising culture due to its preference for indirect,

harmonious, and non-confrontational communication styles. This reflects a cultural dimension rarely addressed in doublespeak research. The study also found 7 instances of parity claims and 10 instances of weasel words, indicating that Shiseido frequently relies on vague promises, softened assertions, and subtly persuasive word choices. Meanwhile, “to claim” appeared in 3 data points, generally involving promotional offers or discounts. While Dirgandini’s study provides a comprehensive analysis of doublespeak types in cosmetic branding, it focuses exclusively on the surface-level linguistic structures without examining how these structures generate implicature or contribute to deeper pragmatic meaning. This distinguishes the present study, which seeks to bridge doublespeak with conversational implicature theories.

The third study was by Isditya Julia Putri (2016) entitled *Analysis of the Use of Doublespeak in Wendy’s Advertisements*. In this thesis, the author has studied doublespeak. This research analyzed doublespeak used in fast-food advertisements from Wendy’s, again relying on Lutz’s categorization. The study found widespread use of weasel words, which were identified as the most effective tool for increasing consumer attraction. Putri emphasized that fast-food marketing frequently relies on vague yet emotionally appealing words such as “fresh,” “premium,” or “better ingredients,” which evoke positive associations without committing to verifiable claims. The study effectively explains how advertisers use language to shape consumer perceptions of quality and desirability. However, because the study focuses on a fast-food context, the nature of doublespeak used tends to differ from technology advertising, where technical sophistication, performance, and innovation play more central roles. Furthermore, Putri’s study does not incorporate pragmatic theories such as implicature or maxims, revealing a conceptual gap that the current research aims to address.

The fourth study was by Trisnowati Tanto (2019) entitled *Awareness and Appreciation of Advertising Language*. This research focuses on advertising language in advertisement slogans of various products written in English. Using stylistics as the theoretical framework, Tanto assessed the presence of rhetorical figures and doublespeak features in advertising language. A key component of the study involved measuring consumer awareness through questionnaires distributed to students and alumni. Surprisingly, the findings revealed that participants struggled to recognize doublespeak, particularly unfinished words, which often require deeper cognitive processing. This result illustrates a psychological dimension of advertising reception: consumers are generally unaware of subtle linguistic manipulations, making them more susceptible to persuasive strategies. While relevant to the current study, Tanto’s work focuses more on audience recognition rather than an in-depth linguistic analysis, whereas the present study emphasizes identifying and interpreting the implicit meanings embedded within iPhone advertisements.

The fifth study was (Firdaus & Sakinah, 2025) entitled *Semiotic Analysis of the Advertisement iPhone 15 Face ID* who examined Apple’s marketing and communication strategies with a focus on semiotics and persuasive imagery. The study concluded that Apple’s advertising success derives from its strong integration of visual symbolism, narrative minimalism, and strategic suggestion. The researchers noted that Apple often

implies exclusivity and lifestyle prestige rather than stating them explicitly. Although this research aligns closely with the present study by examining Apple's iPhone advertisements, it does not employ pragmatic theories such as implicature or conversational maxims. Instead, it focuses on semiotic and branding strategies. This distinction underscores the unique contribution of the current research, which emphasizes how linguistic doublespeak forms pragmatic implicatures that influence consumer inference-making processes.

The sixth study was by Cook's research entitled *The Discourse of Advertising* explored the relationship between language and advertising, emphasizing how linguistic structures, contextual cues, and pragmatic elements create persuasive impact (Nwankwegu & Nwode, 2023). Cook emphasized the interplay between language, context, and persuasion, arguing that advertisements function through a combination of explicit and implicit cues. He highlighted the centrality of implicature in enabling advertisers to hint at meanings rather than articulating them directly. Cook's perspective supports the theoretical premise of the current research, particularly in understanding how advertisers use indirectness to shape interpretation. However, Cook did not examine doublespeak nor focus on a specific brand, leaving room for further application of pragmatic principles to real-world commercial discourse.

The seventh study was by (Ben-shmuel et al., 2024) entitled *The Gendered Language of Financial Advice : Finfluencers , Framing , and Subconscious Preferences* conducted a pragmatic analysis of online cosmetic advertisements, focusing on implicature and presupposition. Her findings showed that advertisers frequently embed assumptions to guide consumers into interpreting information favorably. This study is highly relevant because it demonstrates how implicature functions as a persuasive tool. However, the research did not discuss doublespeak and did not focus on technology advertisements or Apple. Thus, the current research extends her approach by integrating implicature with Lutz's doublespeak framework to analyze a specific brand with global influence.

Across the reviewed literature, several patterns emerge. First, previous studies consistently acknowledge that implicature plays a significant role in advertising, as implied meanings can shape perception more subtly than explicit claims (Tartaraj, 2024). Second, doublespeak has been studied more extensively in political and bureaucratic contexts than in commercial advertising, especially technology advertising (Koukopoulos, 2024). Third, while some studies examine Apple's branding strategies, few focus on the linguistic manipulation embedded in the textual components of iPhone advertisements.

In light of these findings, the present study uniquely positions itself at the intersection of these gaps. By combining doublespeak theory with pragmatic implicature analysis and applying the framework to iPhone advertisements on digital platforms, this research offers an original contribution to the field of advertising linguistics. It not only strengthens theoretical understanding but also enhances consumer awareness of subtle persuasive mechanisms used in contemporary commercial communication.

## 1.8 Theoretical Background

### 1.8.1 Pragmatics

Pragmatics is a central branch of linguistics that examines how meaning is produced, interpreted, and negotiated within specific contexts of communication. It moves beyond the structural aspects of language and focuses on how individuals use linguistic forms to accomplish communicative purposes in real-life interactions. Pragmatics concerns itself with the relationship between linguistic expressions and the contextual factors that shape their interpretation. Unlike semantics which addresses literal, stable meanings encoded in words and sentences pragmatics investigates meanings that arise from use, including unstated intentions, implied messages, and inferences drawn by interlocutors (Nonye, 2022). This distinction underscores that meaning is neither fixed nor solely determined by linguistic structure; rather, it emerges dynamically through the interaction between speakers, hearers, and situational environments.

From a pragmatic point of view, language is a functional instrument used by individuals to perform actions, convey attitudes, and influence others. Meaning is therefore shaped by shared knowledge, cultural expectations, social relationships, and cognitive processes involved in decoding messages. Pragmatics acknowledges that communication is rarely a straightforward transmission of information; rather, it is a collaborative process in which interlocutors rely on contextual cues to interpret what is meant beyond what is explicitly said. This perspective positions pragmatics as an essential framework for analyzing language in naturally occurring discourse, where ambiguity, indirectness, and implicit meaning are common.

Historically, the foundations of pragmatics can be traced back to ordinary language philosophy in the mid-twentieth century. J. L. Austin played a pivotal role through his groundbreaking work on speech acts, arguing that utterances do more than represent reality they constitute forms of action such as promising, ordering, apologizing, or declaring (Reiland, 2024). Austin's insight fundamentally shifted linguistic inquiry toward understanding how intention and context contribute to meaning. Building upon Austin, John Searle developed a more systematic classification of illocutionary acts and emphasized the role of speaker intention as a determining factor in communicative interpretation (Saber, 2025). These contributions solidified pragmatics as a field concerned with how language operates in social interaction, laying the groundwork for later developments in implicature, politeness theory, and relevance theory.

Pragmatics encompasses several major subfields that collectively explain how indirect and context dependent meanings emerge. Deixis, for example, studies expressions whose interpretation depends on contextual variables such as time, place, and participant roles, exemplified by words like *here*, *now*, and *you* (Al-hindawi & Saffah, 2021). Presupposition involves background assumptions that interlocutors must share for an utterance to be meaningful. Politeness theory, notably developed by Brown and Levinson, examines how speakers manage interpersonal relationships and face needs through linguistic choices, highlighting the social dimensions of communication (Kabeer et al., 2025). Reference and inference explain how speakers and hearers identify the intended meaning of ambiguous expressions, demonstrating the inferential nature of interpretation.

Among these subfields, implicature holds a central place, especially for studies involving persuasion, indirectness, and strategic communication. Conversational implicature, introduced by Paul Grice, explains how speakers convey additional meanings that are not explicitly stated, relying on listeners' inferential abilities to fill in gaps. Advertisements heavily depend on such mechanisms, often presenting minimal explicit information while expecting audiences to derive the intended persuasive message on their own. Implicature allows advertisers to remain vague, create suggestive associations, or imply superiority without committing to explicit claims thus shaping consumer perception subtly and effectively.

A major theoretical advancement within pragmatics is Relevance Theory, proposed by Sperber and Wilson. This cognitively oriented framework argues that communication is guided by a human tendency to seek optimal relevance, meaning that hearers aim to derive the most meaningful interpretation with the least cognitive effort. According to the theory, speakers design their utterances to provide adequate contextual cues, while hearers use these cues to access relevant assumptions and draw contextually appropriate inferences (Milkazdin & Mohammed, 2025). Relevance Theory is particularly useful for analyzing advertising discourse, where messages are intentionally condensed, stylized, and often metaphorical. Advertisements rarely offer exhaustive information; rather, they use strategic minimalism to trigger consumer inference and emotional engagement. The interpretive load placed on the audience is not incidental it is a deliberate pragmatic strategy to guide consumers toward the most desirable brand interpretations.

Pragmatics is also especially significant for the study of mass communication, where language use is almost never direct, neutral, or purely informative. Advertising as a communicative genre relies heavily on ambiguity, symbolic meaning, and emotion-driven strategies to persuade audiences implicitly (Sattorov, 2024). The famous Apple slogan "*Think Different*," for instance, carries no literal referential meaning. Instead, it operates through a network of pragmatic implications that evoke innovation, creativity, and individuality. The persuasive power of such expressions lies not in their explicit content, but in the context dependent meanings inferred by the audience.

In contemporary digital marketing, pragmatic strategies have evolved alongside visual minimalism and integrated multimedia communication (Triana & Nugroho, 2022). Brands increasingly rely on subtle linguistic cues, imagery, and contextual framing to create narratives that resonate with consumers emotionally and cognitively. Apple, in particular, is widely recognized for its implicit communication style, characterized by minimal text, simplified visual composition, and carefully curated wording. Rather than highlighting detailed product specifications, Apple's advertisements construct meaning through implicature suggesting innovation, elegance, or exclusivity without ever stating these qualities directly. This implicitness allows messages to appear neutral or understated while actually exerting persuasive influence, making pragmatic analysis especially relevant.

Given these considerations, pragmatics offers a robust theoretical lens for analyzing the linguistic strategies used in iPhone advertisements, particularly those involving doublespeak, implicature, and subtle manipulation of contextual cues. Through pragmatic analysis, researchers can uncover how advertisers strategically violate

conversational norms, obscure information, exploit ambiguity, and guide audiences toward specific interpretations (Tejumaiye, 2021). In this study, pragmatics serves both as a conceptual foundation and as an analytical tool, enabling a deeper understanding of how meaning is indirectly constructed in the doublespeak found in iPhone advertisements. By situating the analysis within pragmatic theory, the research highlights the complex interplay between language, context, intention, and audience inference that underlies modern persuasive communication.

### **1.8.2 Implicature in Linguistic Pragmatics**

Implicature is a foundational concept in linguistic pragmatics because it explains how communication often exceeds the literal, surface-level semantic meaning of an utterance. In natural interaction, speakers seldom convey their full intended message explicitly; instead, they rely on shared background knowledge, social expectations, and inferential reasoning to achieve communicative efficiency. This reliance on inference reflects the inherently economical nature of human communication, where meaning is co-constructed through a dynamic interplay between linguistic form, contextual cues, and cognitive processing. In this sense, implicature highlights the essential distinction between what is linguistically encoded and what is pragmatically communicated, drawing attention to the fact that language users routinely depend on subtle cues, assumptions, and interpretive strategies to fill informational gaps and recover speakers' intended meanings (Dey, 2023).

As a pragmatic phenomenon, implicature underscores the insufficiency of a purely semantic approach to meaning. Semantics can describe the conventional or dictionary meaning of an utterance, but it cannot fully explain how listeners interpret indirectness, hints, understatement, or nuanced suggestions. Implicature provides the theoretical bridge that allows scholars to examine how listeners generate context-sensitive interpretations through inference. For instance, the utterance "It's getting cold in here" may be understood not merely as a temperature observation but as a request to close a window, adjust the air conditioner, or end a conversation depending on contextual circumstances and shared assumptions. Such examples illustrate that implicature is not an optional or peripheral linguistic mechanism; rather, it is fundamental to everyday communication across cultures and languages.

The formal conceptualization of implicature was introduced by H. P. Grice in his influential 1975 paper *Logic and Conversation*. Grice observed that speakers frequently communicate more than what is lexically or syntactically expressed, and that listeners are remarkably adept at constructing intended meanings by interpreting cues that lie beyond the literal level. According to Grice, meaning involves bridging the conceptual gap between "what is said" and "what is meant," a process that requires inferential reasoning about the speaker's communicative goals and intentions (Prombut, 2025). This inferential nature of meaning construction suggests that communication is fundamentally collaborative: listeners must actively interpret utterances by drawing on contextual information, cognitive expectations, and socio-cultural norms. Grice's account thus reframed linguistic meaning as a product of interactional reasoning rather than linguistic encoding alone, laying the foundation for modern pragmatic theory and influencing subsequent research in discourse analysis, cognitive linguistics, sociolinguistics, and communication studies.

At the heart of Grice's framework is the Cooperative Principle (CP), a theoretical assumption that participants in conversation implicitly work together to achieve mutual understanding. Although speakers may not always communicate transparently, the Cooperative Principle posits that their contributions generally adhere to an underlying expectation of rationality and relevance. Grice articulated this principle through four conversational maxims: Quantity, Quality, Relation, and Manner, which outline normative expectations for how speakers should structure their contributions in order to facilitate effective communication (Behera, 2021). These maxims are not strict prescriptive rules; rather, they reflect shared expectations about how cooperative interlocutors typically behave in conversation.

Implicature emerges when speakers deviate from these maxims in strategic or noticeable ways, prompting listeners to infer unstated meanings. Such deviations—often described as “flouting” a maxim—are not communicative failures but deliberate rhetorical techniques that enrich meaning and guide interpretation. For example, understatement, exaggeration, irony, and strategic ambiguity are all forms of maxim flouting that trigger the generation of implicature. The resulting interpretations reveal how much communicative meaning is dependent on inference rather than explicit linguistic expression.

The first of Grice's maxims, the Maxim of Quantity, concerns the appropriate amount of information provided. Speakers may flout this maxim by giving less information than expected, thereby encouraging listeners to infer additional implications from what is omitted (Hasan et al., 2024). When a speaker says, “Some of the students passed,” the listener typically infers that not all students passed, even though the statement does not explicitly say so. In commercial communication, advertisers often exploit this maxim through deliberate under-information. Claims such as “Up to 20 hours of battery life” or “As fast as ever” strategically omit the conditions or average values underlying those claims, prompting consumers to fill in interpretive gaps with favorable assumptions (Rohach & Rohach, 2021).

The Maxim of Quality, which emphasizes truthfulness and evidential support, is frequently manipulated in contexts where persuasion plays a central role. Hyperbolic statements, suggestive wording, or evaluative claims that lack empirical grounding constitute strategic departures from this maxim (Khonamri et al., 2021). For example, describing a device as offering “unmatched performance” relies on the consumer's willingness to accept the claim emotionally rather than evaluate its factual accuracy. Such implicatures guide consumers toward desirable interpretations without committing to verifiable assertions, thereby allowing advertisers to influence perception while maintaining plausible deniability.

The Maxim of Relation requires contributions to be relevant. When speakers respond in ways that seem indirectly related to the conversational topic, listeners infer additional meanings (Haugh, 2021). Advertisers often employ such indirectness by redirecting attention toward positive but irrelevant attributes. If a customer asks, “Is this product durable?” and the response highlights its “award-winning design,” the implied meaning is that durability may not be the product's strength. This strategic diversion relies on the consumer's tendency to draw conclusions from what is said and what is conspicuously not said.

The Maxim of Manner, which emphasizes clarity and the avoidance of ambiguity, may also be intentionally flouted. Ambiguity itself can be a persuasive device. For example, the phrase “designed for professionals” is intentionally vague, enabling diverse consumers to map their aspirations onto the advertised product (She, 2022). Such aspirational implicature demonstrates how ambiguity can broaden interpretive possibilities while maintaining an aura of exclusivity.

Grice further differentiates between conversational implicatures and conventional implicatures (Of & Class, 2023). Conversational implicatures arise from context and are dependent on inferential reasoning grounded in the Cooperative Principle. They are cancellable: a speaker can retract or clarify them without contradiction. Conventional implicatures, however, are tied to specific linguistic items such as *but*, *even*, or *although*, whose semantic properties inherently encode additional pragmatic meanings. For instance, “The phone is expensive but worth it” uses *but* to signal a contrast, implying that the phone’s value compensates for its cost. This distinction highlights the multilayered nature of meaning and the intricate interplay between semantic encoding and pragmatic interpretation.

The role of implicature is especially pronounced in persuasive discourse such as advertising. Advertisers seldom rely on direct factual statements; instead, they craft messages designed to elicit desirable consumer inferences (Thoma et al., 2023). Through omission, suggestive phrasing, ambiguity, and rhetorical framing, advertisers lead audiences toward interpretations that reinforce brand identity and enhance persuasive impact. This indirectness allows brands to avoid explicit claims that may be subject to legal scrutiny while still influencing perceptions and decision-making.

Apple’s advertising practices provide a clear example of implicature-driven persuasion. The brand often employs minimalist slogans such as “Think Different” and “Better in every way” that communicate rich connotative meanings while providing minimal explicit information. These slogans draw heavily on consumers’ cultural familiarity with the brand and their broader expectations regarding innovation and premium quality (Roh et al., 2025). Rather than enumerating technical features, Apple relies on the audience’s interpretive competence to infer associations with creativity, excellence, and exclusivity. This strategic minimalism demonstrates how implicature can be leveraged to construct powerful brand narratives through subtle linguistic choices.

### **1.8.3 Herbert Paul Grice Cooperative Principle theory**

Herbert Paul Grice’s Cooperative Principle stands as one of the most influential theories in linguistic pragmatics, offering a systematic explanation of how individuals coordinate meaning and achieve mutual understanding in conversation. Grice proposed that communication is not merely the exchange of words but a rational, collaborative activity in which speakers and hearers jointly pursue coherent interaction (KASAP & DAĞDEMİR, 2021). His theory emerged in response to the limitations of semantic approaches that viewed meaning as fixed and literal. Instead, Grice argued that the success of communication depends on the hearer’s ability to infer the speaker’s intended meaning, a process grounded in shared assumptions and expectations.

Grice (1975) formulated the Cooperative Principle (CP) to describe this underlying expectation that interlocutors will work together to make conversation meaningful, efficient, and contextually appropriate. According to the Cooperative Principle,

participants in a conversation are guided by the overarching maxim: *“Make your contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange.”* This principle does not demand blind obedience but reflects the rational norms that people generally follow to avoid misunderstanding. To further structure this principle, Grice introduced four conversational maxims: Quantity, Quality, Relation, and Manner, each of which contributes to effective communication by setting expectations for how speakers should convey information.

The Maxim of Quantity encourages speakers to provide an appropriate amount of information: not too little, which would impede understanding, and not too much, which could overwhelm or mislead the listener. In everyday conversation, following this maxim ensures that communicative contributions remain concise and sufficiently informative. The Maxim of Quality, perhaps the most ethically oriented of the four, requires speakers to say only what they believe to be true and what they have adequate evidence for. Violations of this maxim involve exaggeration, deception, or unsupported claims. The Maxim of Relation (or Relevance) stipulates that speakers should contribute information that is pertinent to the topic at hand, as irrelevant contributions hinder coherence. Lastly, the Maxim of Manner emphasizes clarity and organization, guiding speakers to avoid ambiguity, obscurity, or unnecessary complexity.

Although these maxims describe ideal cooperative communication, Grice recognized that speakers often flout, violate, or exploit them intentionally. These deviations are not communicative failures but strategic tools that generate additional layers of meaning, known as conversational implicatures. When a speaker provides insufficient information, exaggerates, shifts the topic, or uses vague language, listeners naturally infer that the speaker is implying something beyond the literal message. This inferential process is central to Gricean pragmatics because it explains how indirect meaning arises and how communication remains interpretable even when explicit information is limited.

Within the field of advertising, Grice’s Cooperative Principle takes on a critical analytical role. Advertisements frequently manipulate the conversational maxims to influence consumer perception, evoke emotional responses, or enhance persuasive appeal. Advertisers may intentionally give minimal information to induce curiosity or encourage favorable assumptions, thus flouting the Maxim of Quantity. For example, phrases such as “Up to 50% faster” or “Limited-time performance boost” invite consumers to infer optimal results without specifying typical outcomes. Advertisers also frequently violate the Maxim of Quality by using hyperbolic expressions like “the best in the world,” which lack empirical verification but are rhetorically powerful (Gumilevskaya, 2025).

The Maxim of Relation is another frequent target of manipulation in marketing discourse. Advertisers may highlight irrelevant but emotionally appealing details, for instance, lifestyle imagery or aspirational narratives to shift consumers’ focus away from objective product attributes. Such relevance shifts help create symbolic associations that shape brand image and desirability. Meanwhile, the Maxim of Manner is often exploited through intentional vagueness or stylistic ambiguity. Phrases like “Engineered for excellence” or “Designed for everyone” are strategically unclear, allowing consumers to project their own interpretations onto the product, thereby amplifying persuasive impact.

All these manipulations produce conversational implicatures, which arise when audiences infer meanings that advertisers do not state explicitly. These implicatures operate subtly, enabling advertisers to craft messages that appear informative yet remain technically unverifiable or legally safe. By prompting consumers to construct meaning themselves, advertisements strengthen engagement and foster emotional identification with the brand. Thus, implicature serves as a persuasive mechanism that leverages cognitive inference rather than explicit argumentation.

Grice's Cooperative Principle is especially relevant to the analysis of doublespeak, a linguistic strategy commonly employed in commercial media to shape perception by obscuring, softening, or strategically altering meaning (ABAYOMI & Oluwaseun, 2024). Doublespeak often relies on maxim flouting to create impressions that appear truthful yet are deliberately ambiguous. For example, describing a product as "eco-friendly" without specifying criteria subtly implies environmental responsibility while avoiding factual accountability. By examining how doublespeak interacts with the Cooperative Principle, researchers can identify the pragmatic techniques advertisers use to influence thinking while maintaining plausible deniability.

In the context of Apple's iPhone advertising, these mechanisms become especially pronounced. Apple is known for its minimalist but evocative messaging, which frequently flouts the Maxim of Quantity by providing minimal explicit information while relying on visual cues and brand reputation to fill interpretive gaps. Slogans such as "Think Different" or "Shot on iPhone" rely heavily on implicature generated by violated or subtly manipulated maxims. Apple's emphasis on aesthetic presentation, innovation, and lifestyle identity reflects strategic flouting of the Maxim of Relation, as product features are often implied rather than stated. The brand also employs ambiguity under the Maxim of Manner to cultivate a sense of sophistication and exclusivity.

Through this perspective, Grice's Cooperative Principle provides a robust framework for analyzing the iPhone advertisements examined in this study. It allows for the systematic identification of pragmatic strategies that underlie doublespeak, clarifies how meaning is indirectly constructed, and exposes the mechanisms responsible for shaping consumer interpretation. By applying Grice's theory, the study gains deeper insight into how advertisers subtly manipulate linguistic norms to create persuasive, influential, and culturally resonant messages.

#### **1.8.4 The William Lutz's Doublespeak theory**

William Lutz's theory of doublespeak provides an essential foundation for understanding how language can be deliberately shaped to influence perception, especially in public communication, institutional messaging, and modern promotional culture. As part of broader concerns in linguistic pragmatics and critical discourse studies, Lutz (1989) argues that language does not always serve the simple function of conveying information (Hallmen et al., 2025). Instead, it can be intentionally manipulated to soften, obscure, or reframe realities in ways that benefit the communicator while limiting the audience's ability to fully comprehend what is being communicated. This notion positions doublespeak as a form of linguistic power a strategic practice through which speakers craft expressions that appear clear or positive on the surface yet subtly distort the underlying message.

In its broadest sense, doublespeak is characterized by purposeful vagueness, selective wording, or stylistic embellishment that shifts attention away from aspects of reality that may be undesirable or complicated. Unlike ordinary ambiguity or polite euphemism, doublespeak is rooted in intentionality. Lutz emphasizes that communicators who use doublespeak are aware of the gap between what they say and what they intend the audience to infer (Stein et al., 2025). This strategic gap functions as a space where misinterpretation is not only possible but actively encouraged. By presenting language that appears informative while withholding crucial elements of truth, communicators create an illusion of transparency that ultimately serves institutional or commercial interests.

Lutz also stresses that doublespeak is not an isolated linguistic phenomenon but part of a wider social and institutional practice. It emerges most prominently in environments where language is linked to authority, such as government policy, corporate communication, military announcements, and high-profile advertising. In these settings, communicators often seek to preserve reputation, generate public approval, or maintain market advantage. Doublespeak becomes a resource that allows institutions to manage their image by reframing negative or complex issues through softer, more palatable vocabulary. The language used may not contain explicit deception, but the framing intentionally guides audiences toward particular interpretations while discouraging critical questioning.

This broader function of doublespeak is particularly visible in contemporary advertising, where persuasive communication often prioritizes emotional appeal over factual transparency (Priethy, 2024). Modern brands operate within a competitive marketplace that rewards positive perception. As a result, advertising language frequently draws on expressive, suggestive, and aspirational phrasing that encourages consumers to form favorable impressions without receiving concrete information. From this perspective, doublespeak becomes intertwined with branding strategies. It allows companies to use language that feels meaningful yet remains strategically nonspecific, enabling audiences to project their aspirations or expectations onto the product. This subtle persuasive mechanism operates beneath the level of explicit argumentation, shaping consumer interpretations through implication rather than direct statement.

The relevance of Lutz's ideas becomes particularly pronounced when examining the promotional discourse of prominent technology brands. As devices increasingly symbolize lifestyle, identity, and personal values, the language used in their advertisements plays a crucial role in constructing these associations. Apple's iPhone advertisements, for example, often rely on highly curated expressions that evoke innovation, advancement, and exclusivity without committing to measurable claims (Gong, 2024). Phrases like "the most advanced iPhone yet" or "made for the future" generate a sense of ongoing progress, even though such statements are inherently vague and difficult to verify. This rhetorical technique reflects Lutz's notion of doublespeak, the language sounds authoritative and forward looking, but its ambiguity shields it from scrutiny.

Furthermore, the effectiveness of doublespeak in technology advertising is enhanced by its integration with visual design and narrative framing (Rauchfleisch et al., 2025). iPhone promotional materials typically combine minimalistic but emotionally

charged imagery with language that emphasizes elegance, superiority, or revolutionary change. The linguistic ambiguity encourages audiences to fill interpretive gaps with desirable assumptions shaped not only by the advertisement but also by pre-existing cultural narratives about Apple as an innovative brand. In this sense, doublespeak does not function independently; it collaborates with visual cues, brand reputation, and cultural expectations to construct a compelling perception of the product.

By situating doublespeak within the introductory framework of this study, William Lutz's theory offers a conceptual lens for understanding how language operates beyond literal meaning in marketing communication (Costley et al., 2023). It clarifies why advertisers choose suggestive rather than direct phrasing, and how such language influences consumer perception in subtle but powerful ways. This theoretical grounding is crucial for the present research, which investigates how iPhone advertisements construct meaning through linguistic strategies that encourage audiences to infer value, innovation, and desirability. Instead of examining the technical accuracy of product claims, the study adopts Lutz's perspective to explore how rhetorical choices shape consumer interpretation and emotional engagement.

Positioning Lutz's theory in the introduction allows the research to foreground the significance of language in shaping public understanding, especially within high visibility commercial contexts (Blyth & Lutz, 2024). It also highlights the broader ethical implications of persuasive communication raising questions about how far advertisers should go in using language that guides consumers toward certain interpretations while avoiding explicit commitments. By anchoring the discussion in Lutz's conceptualization, this study underscores the need to critically examine not only what advertisements say, but how they say it, and what meanings they prompt consumers to infer.

### **1.8.5 Doublespeak in advertising**

Advertising has long served as one of the most fertile domains for doublespeak, primarily because its communicative purpose extends far beyond the simple transmission of factual information (Bach et al., 2025). Instead, advertising seeks to shape perception, generate emotional resonance, and ultimately influence consumer decision making. To achieve these goals, advertisers frequently manipulate language in subtle yet intentional ways, crafting messages that appear meaningful while remaining strategically ambiguous. Through a careful interplay of suggestion, vagueness, and emotionally charged phrasing, advertisers are able to construct narratives that elevate the desirability of a product while avoiding explicit commitments that could be legally or empirically challenged. In modern promotional discourse, four principal forms of doublespeak are particularly salient: The Rule of Parity, Weasel Words, Up To Claims, and Unfinished Words (Alief et al., 2023). Each of these linguistic strategies plays a distinct role in shaping consumer interpretations and fostering positive associations without relying on verifiable facts.

The Rule of Parity is one of the most commonly employed doublespeak strategies in advertising, particularly in industries where incremental improvements are marketed as major innovations. Under this technique, advertisements make comparative claims that sound substantive yet do not provide meaningful comparative detail. Expressions such as "now better than ever," "improved performance," or "enhanced design" imply progress without specifying what the product is being compared to or how the supposed

improvement is measured. The comparison may refer to a previous product model, a competitor, or even an unspecified standard, but the absence of clarification renders the statement unfalsifiable. The Rule of Parity allows advertisers to evoke the impression of innovation while maintaining strategic ambiguity (Kim, 2023). Consumers often infer that “better” signifies a quantifiable enhancement such as faster processing, upgraded features, or superior durability despite the fact that the advertisement never confirms such details. This creates a powerful rhetorical effect the audience constructs a narrative of improvement based on their expectations rather than on explicit information.

Weasel Words constitute another sophisticated form of doublespeak, characterized by language that appears to communicate strong claims while having built-in semantic loopholes. Words and phrases such as “helps,” “supports,” “can improve,” “virtually,” or “may enhance” offer positive implications but stop short of promising definite outcomes. These expressions allow advertisers to suggest benefits while ensuring that no claim can be legally contested if the outcome fails to materialize. For example, an advertisement stating that a device “helps reduce energy consumption” does not specify the extent of reduction, the conditions required, or whether the effect is significant. The term “virtually indestructible” suggests exceptional durability yet leaves room for exceptions. Weasel words thus serve a dual purpose: they appeal to consumers’ aspirations while protecting advertisers from accountability (Nwankwo-Ojionu et al., 2024). Their ambiguity is not accidental rather, it is a calculated linguistic design that harnesses the consumer’s tendency to focus on the implied benefit rather than on the qualifier embedded within the phrasing.

Up To Claims represent a numerical and statistically oriented form of doublespeak frequently used in technology, telecommunications, and household product advertising (Barth et al., 2023). These claims reference a maximum potential outcome rather than an average or typical result. Phrases such as “lasts up to 48 hours,” “charges up to 50% faster,” or “saves up to 40% energy” highlight the best-case scenario under ideal conditions, which may not reflect everyday user experiences. The strategic emphasis on the upper limit takes advantage of a common cognitive bias consumers tend to interpret the stated maximum as a likely or standard performance level. In reality, such outcomes may be rare or only achievable under controlled testing environments. Moreover, the phrase “up to” absolves advertisers from responsibility because the actual performance could be anywhere between 0% and the stated maximum. As a result, Up To Claims enable advertisements to sound impressive while remaining technically truthful and legally defensible, even if the consumer’s expectations are significantly inflated (Widijowati & Denysenko, 2023).

Unfinished Words further contribute to the ambiguity of advertising by presenting claims that appear informative but remain deliberately incomplete. These claims often take the form of comparative adjectives such as “stronger,” “more efficient,” “brighter,” or “more powerful” without specifying the basis of comparison. For example, an advertisement claiming that a device provides “more power” fails to clarify more than what: previous models? competing brands? a different product category? The absence of a referent allows the audience to infer the most flattering interpretation. Unfinished words are deceptively simple yet highly effective: they give the impression of factual content while omitting the contextual details necessary for evaluation. This technique

enables advertisers to craft statements that sound authoritative but are semantically underdeveloped, compelling consumers to fill the informational gaps with positive assumptions aligned with their expectations or desires.

Together, these four categories of doublespeak illustrate how advertising constructs meaning not through explicit disclosures but through controlled ambiguity. The psychological effect is significant, consumers internalize the implied benefits, interpret vague statements as evidence of quality, and subconsciously align their expectations with the positive connotations embedded in the wording. Doublespeak functions as a linguistic scaffolding upon which consumers build their own interpretations interpretations that often go beyond what the advertisement actually says (Marlatt & Sulzer, 2021). The richness of these inferences is precisely what makes doublespeak effective: it allows advertisers to inspire confidence, stimulate imagination, and shape consumer identity without making statements that are factually specific.

Furthermore, the prevalence of doublespeak in advertising reflects broader cultural dynamics within consumer society. Products are increasingly marketed not merely as functional objects but as lifestyle markers, symbols of identity, or indicators of belonging. Doublespeak supports this shift by creating linguistic space for aspirational meaning. Expressions such as “designed for dreamers,” “built for the bold,” or “crafted for visionaries” do not describe concrete product features; instead, they construct emotional and symbolic associations that appeal to consumers’ self-perception. In this sense, doublespeak contributes to the construction of consumer identities by aligning products with desirable personal narratives.

In the context of this study, analyzing doublespeak in advertising is essential for understanding how linguistic strategies influence interpretation at both the semantic and pragmatic levels. By examining the mechanisms of The Rule of Parity, Weasel Words, Up To Claims, and Unfinished Words, the research highlights how advertisers engineer language to shape consumer cognition while maintaining plausible deniability. Such analysis demonstrates that modern advertising relies not merely on what is said but on what is implied, inferred, or imagined. The careful orchestration of ambiguity illustrates how language can function as a persuasive instrument capable of shaping attitudes, guiding decision making, and subtly influencing behavior. Ultimately, doublespeak reveals the intricate interplay between rhetoric, psychology, and commerce, underscoring the importance of critical awareness in interpreting promotional messages within contemporary consumer culture (Musonda & Siame, 2025).

### **1.8.6 iPhone advertisements**

As one of the most culturally influential products in the technology sector, the iPhone has become central to Apple’s long term advertising identity. Apple’s promotional approach for the iPhone is widely recognized for its clarity, visual restraint, and emotional precision, distinguishing it from more specification driven advertisements common in the smartphone industry (Verma et al., 2023). Over the years, the company has developed a carefully refined advertising formula that communicates the iPhone’s value through atmosphere, aesthetic consistency, and subtle narrative cues rather than through detailed technical exposition. This strategic approach positions the iPhone as a lifestyle symbol and a luxury object rather than simply a communication tool, reinforcing its status as an aspirational product across global markets.

The development of iPhone advertising can be traced through several significant shifts that mirror broader changes in consumer expectations and technological innovation. In its early years, Apple emphasized the revolutionary nature of the touch screen interface, simplicity of use, and the device's capacity to unify multiple functions into a single handheld product (Weichbroth, 2024). Campaigns such as the original "There's an app for that" or the earliest demonstrations of multi touch gestures focused primarily on usability and novelty. As the iPhone matured, Apple gradually transitioned toward highlighting features that supported creativity and personal expression, especially the camera system. This evolution is evident in the long-running "Shot on iPhone" series, which showcases real user generated photos and videos to emphasize quality, authenticity, and artistic capability. Through these shifts, Apple has maintained an overarching theme the iPhone is not only technologically advanced but also a tool for storytelling, self expression, and modern living.

The financial and branding impact of Apple's advertising strategy is substantial. The iPhone remains Apple's highest revenue generating product line, contributing a dominant share of annual earnings (Kambhampati & Zghair, 2025). This consistent performance is closely tied to the effectiveness of its marketing. Apple's promotional campaigns reinforce the perception that the iPhone is a premium device worthy of a higher price point. Rather than competing on cost or technical specification sheets, Apple leverages brand equity, perceived value, and emotional resonance to maintain loyalty and attract new consumers. This strategy has enabled Apple to remain competitive even in crowded markets where numerous Android devices offer similar or higher raw specifications at lower prices. By shaping the narrative around quality, experience, and identity, Apple has successfully cultivated a dedicated user base that views the iPhone as an investment in lifestyle enhancement, not simply a purchase of hardware (Siahaan et al., 2024).

A defining characteristic of iPhone advertising lies in its visual presentation. Apple consistently employs minimalist aesthetics, creating promotional materials that are clean, uncluttered, and compositionally balanced (Gumber, 2023). Product shots are typically isolated against simple backgrounds, allowing the iPhone's form, texture, and craftsmanship to stand at the center of attention. Lighting is precise and controlled, often used to emphasize the reflective surfaces, camera lenses, or curvature of the device. This attention to visual detail subtly communicates refinement and meticulous engineering. Motion, when used, is smooth and deliberate slow rotations, seamless transitions, and cinematic panning shots contribute to a sense of elegance and control. The absence of visual noise directs viewers to notice the product's fine aesthetic qualities and imagine the premium experience it promises.

Apple's advertisements also employ restrained typography and minimal on-screen text. Phrases tend to be short, memorable, and conceptually focused, such as "Relax, it's iPhone," "Shot on iPhone," or "Light. Years ahead." These lines create an atmosphere of confidence and simplicity, implying that the product is self evidently extraordinary. Apple rarely includes technical details in its primary advertising materials, reserving such information for product pages or launch events. Instead, the brand relies on striking visuals and aspirational messaging to generate intrigue and trust, reinforcing the notion that excellence does not require elaboration.

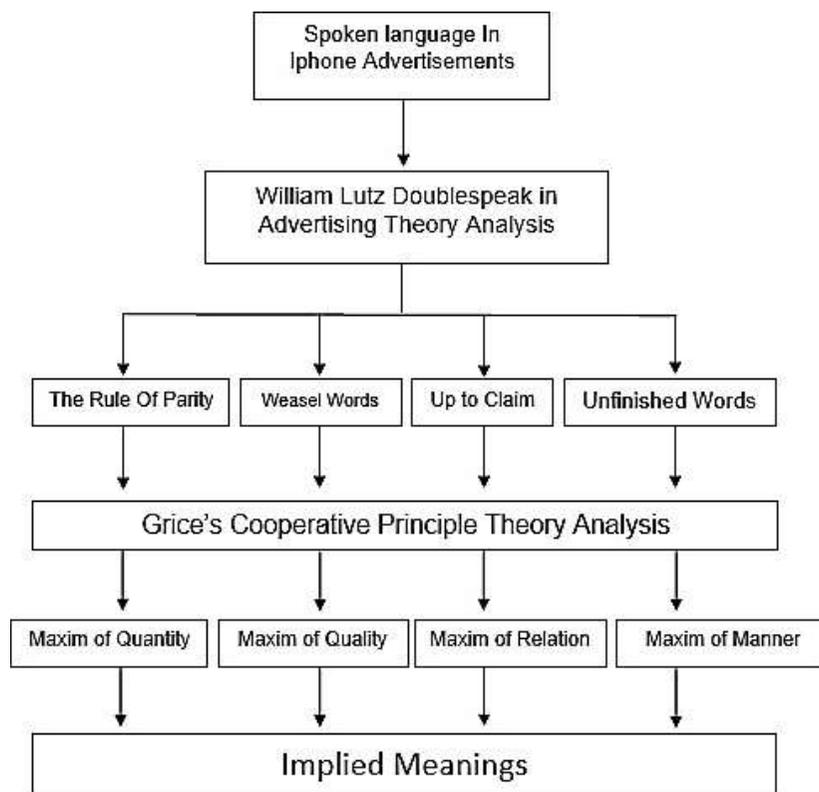
Audio design plays an equally significant role in shaping the tone of iPhone advertising. Apple carefully selects music that aligns with the emotional objective of each campaign (SINHA, 2025). High energy advertisements featuring functions such as gaming performance or camera improvements often use rhythmic, modern, or percussive tracks that evoke excitement and momentum. In contrast, lifestyle-oriented or creativity-focused campaigns employ gentle melodies, ambient soundscapes, or warm instrumental arrangements that communicate intimacy, authenticity, and personal connection. The audio rarely overwhelms the viewer instead, it complements the visual minimalism and supports the overall sensory coherence of the advertisement. This balance ensures that the audience experiences the iPhone as both technologically impressive and aesthetically harmonious.

Recent campaigns show Apple increasingly leaning toward authenticity and user empowerment. The “Shot on iPhone” initiative grew into a global platform where professional filmmakers, amateur creators, and everyday users contribute their content, showcasing what the device can achieve in real world conditions. These advertisements emphasize the democratization of creativity, suggesting that professional grade tools are accessible to anyone with an iPhone (Smith et al., 2024). Similarly, newer campaigns highlight accessibility features, health monitoring abilities, and ecosystem integration. These thematic expansions demonstrate Apple’s effort to position the iPhone as a holistic life companion one that supports creativity, safety, communication, and personal well being.

Moreover, Apple’s global marketing approach is notable for its cultural adaptability while maintaining brand consistency (Heydarova, 2024). Visuals and audio cues may be localized to reflect regional tastes, but the core principles minimalism, emotional clarity, premium aesthetics remain constant. This enables the brand to appeal to diverse markets without diluting its identity. The consistency strengthens recognition audiences can instantly identify an Apple advertisement even before the product appears on screen.

iPhone advertisements represent a sophisticated, evolving communication strategy that blends visual artistry, emotional precision, and brand consistency. Apple’s marketing success is built not on excessive information or technical persuasion but on shaping perception through carefully curated visual and auditory elements. This approach elevates the iPhone from a functional device to an aspirational object embedded within everyday culture. Through its polished aesthetics, evocative sound design, and focus on human experience, Apple creates advertising narratives that resonate deeply with consumers and reinforce the iPhone’s position as a global standard of innovation, quality, and modern lifestyle (Tri et al., 2025).

## 1.9 Conceptual Framework



## CHAPTER II

### RESEARCH METHODOLOGY

This chapter encompasses the methodological design, detailing the data collection process including sources and required analytical tools, the approach to data analysis, and the research procedures.

#### **2.1 Research Design**

The researcher used the descriptive qualitative method as the methodological design of this research. The qualitative descriptive research method, as described by Sugiyono (2019), is rooted in the postpositivist philosophy, wherein researchers investigate phenomena in their natural settings, with themselves as the primary instrument. According to Bogdan and Biklen (1982), this method involves generating data in descriptive forms through written and spoken words, as well as observed behaviors of individuals. It emphasizes the researcher's skills in description, analysis, synthesis, and evaluation. Walidin and Tabrani (2015) further elaborate that qualitative research aims to understand human or social phenomena by creating comprehensive and nuanced portrayals using verbal descriptions within natural settings. In essence, qualitative descriptive research entails examining phenomena under natural conditions to provide a systematic overview or detailed, factual description.

According to Merriam (2009) in descriptive qualitative research, researchers typically utilize methods like interviews, observations, and document analysis to collect comprehensive data directly from participants. These techniques enable the capture of nuanced details and complexities inherent in the phenomenon being studied, within its natural context.

Following data collection, researchers embark on a structured analysis process, involving the organization, categorization, and interpretation of the gathered information to uncover themes, patterns, and relationships. Descriptive qualitative research also plays a role to seek and offer an exhaustive portrayal and examination of the phenomenon under scrutiny.

#### **2.2 Source of Data**

In the realm of research, data sources serve as vital reservoirs of information essential for analysis and investigation. The meticulous selection of pertinent and precise data sources holds paramount importance in safeguarding the credibility and dependability of the ensuing analysis and discoveries. These sources are broadly categorized into two distinct types: primary data derived directly from primary sources, and secondary data sourced from secondary sources.

For this study, data will be extracted from video content available on the YouTube platform, specifically focusing on iPhone advertising videos produced by Apple's official YouTube channel. Two videos have been selected as the primary research subjects: "Introducing iPhone 17 Pro | Apple" and "Introducing iPhone Air | Apple." These videos

were chosen due to their relevance as the latest iPhone product offerings at the time of the study.

In this research that employs qualitative content analysis to analyze language in YouTube videos, the other sources are scholarly literature, theoretical frameworks, and existing studies related to language analysis, communication theory, discourse analysis, and qualitative research methods. These sources provide theoretical underpinnings, methodological guidance, and insights into the interpretation of linguistic features and communication strategies observed in the videos. These sources play a crucial role in providing theoretical foundations, methodological guidance, and contextual understanding for language analysis in YouTube videos. They contribute to the rigor, depth, and validity of research findings by grounding the analysis in existing knowledge and scholarly discourse.

### **2.3 Instrument of Research**

Research instruments are essential tools or methodologies employed by researchers to gather the requisite data for their investigations. These instruments are meticulously crafted to measure variables under scrutiny or to amass pertinent information essential for addressing research inquiries. They come in various forms, ranging from questionnaire-based approaches to direct observations, interviews, or document analyses aimed at collecting primary data. The meticulous design of research instruments is imperative to ensure the production of valid data. For qualitative research endeavors, interview and observation guides, along with document analysis, serve as indispensable research instruments.

In this study, researchers employed observation guides and document analysis as their primary research instruments. Document analysis involves the collection and examination of pertinent documents related to the research subject, object, or theory. Meanwhile, observation guides facilitate the systematic recording and analysis of data garnered through structured observation, often leveraging resources such as books, e-books, academic literature, journals, as well as pertinent previous research. Additionally, researchers may utilize laptops, software applications (both online and offline), and hardware such as notebooks to aid in the observation process.

### **2.4 Method of Collecting Data**

In undertaking a thorough and diligent review of the YouTube videos titled "Introducing iPhone 17 Pro | Apple" and "Introducing iPhone Air | Apple", the researcher ensured meticulous attention to every detail presented. To enable a more precise analysis, the researcher carefully transcribed the spoken language featured in these videos. This detailed transcription was crucial in maintaining the integrity of the context, seamlessly integrating the visual elements with the spoken content. This approach allowed for a comprehensive and nuanced understanding of the presentations.

### **2.5 Method of Analysis**

The analytical approach refers to the systematic method or procedure employed to scrutinize, elucidate, comprehend, and interpret the data amassed in a study. This methodical process is bifurcated into two main categories: qualitative and quantitative

methods. Qualitative analysis serves to unpack, understand, and attribute significance to qualitative data obtained during research endeavors. This method entails interpreting data to extract meaningful insights. Conversely, quantitative analysis pertains to the scrutiny of quantitative data, which comprises measurable and calculable figures or statistics. Quantitative analysis techniques leverage statistical and mathematical methodologies to analyze data. These two approaches can be amalgamated to yield more comprehensive findings, a practice commonly referred to as mixed methods analysis.

In this study, qualitative methodologies will be employed to analyze implicatures utilizing William Lutz's doublespeak theory. Once implicatures are identified as instances of doublespeak, the researcher will proceed to categorize them according to the types outlined in Lutz's doublespeak theory in advertising. The research aims to provide insights into the presence of doublespeak within implicatures used in iPhone advertisements, as well as to classify the types of doublespeak present within identified implicatures.

## **2.6 Procedure of Research**

The procedure of research refers to the steps that researchers took in conducting research on *"The Implicatures Of Doublespeak In Iphone Advertisements : A Pragmatic Study"* using the doublespeak theory by William Lutz, as stated below :

### **A. Data Collection**

1. Watching videos on YouTube entitled "Introducing iPhone 17 Pro | Apple" and "Introducing iPhone Air | Apple." diligently and thoroughly.
2. Transcribing the spoken language in the video to facilitate more accurate analysis without separating the context from what is shown visually in the video.

### **B. Data Analysis**

1. Reading the transcription of the spoken language in the video carefully.
2. Identifying spoken language in the video that have the potential to contain doublespeak.
3. Analyzing the types of doublespeak from spoken language identified as containing doublespeak and explain the reasons for their classification.
4. Analyzing the violated maxims from spoken language identified as containing doublespeak and explain the reasons for their classification.
5. Analyzing the implied meanings behind the uses of doublespeak found in previous steps.
6. Presenting the results of data analysis from the previous steps transparently with accurate and clear tabulation.
7. Concluding all the results of this research.