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whose name is “the analysis of presupposition in advertising English ” with the project number 2010-CH-044. The functions of advertisement always give rise to the fact that trust and co-operation between the interlocutors are limited or lacking.

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Presupposition in ...

The functions of advertisement always give rise to the fact that trust and co-operation between the interlocutors are limited or lacking. Presupposition is frequently employed in order to enhance function of advertising language implicitly because of its own special properties and characteristics. This

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article refers to the historical and theoretical background of the study of presupposition and indicates pragmatic functions of presupposition in advertising English.

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Pragmatic Functions of Presupposition in Advertising English 2.1 Conciseness Function From advertisers' aspect, concise language means economy of cost; from readers' aspect, concise language is more interesting, more effective and more persuasive.

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Presupposition in Advertising English

Abstract. Presupposition, which indicates a prior assumption, is a vital notion in both semantic and pragmatic disciplines. It refers to assumptions implicitly made by interlocutors, which are necessary for the correct interpretation of an utterance. Although there is a general

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agreement that presupposition is a universal property of Language, there are various propositions concerning its nature.

Pragmatic Presupposition: An ExtraLinguistic Concept - IASJ

Presupposition is frequently employed in order to enhance function of advertising

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language implicitly because of its own special properties and characteristics. This article refers to the historical and theoretical background of the study of presupposition and indicates pragmatic functions of presupposition in advertising English

Pragmatic Functions of

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Presupposition in Advertising ...

Pragmatic presupposition is meant to achieve certain functions like economy, persuasion, and euphemism. Thus, pragmatic presupposition shows the relationship between language and the world.

3. Pragmatic Functions of

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Presupposition in Arabic

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**Pragmatics: implicature,
presupposition, and logical form ...**

In the branch of linguistics known as

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pragmatics, a presupposition is an implicit assumption about the world or background belief relating to an utterance whose truth is taken for granted in discourse. Examples of presuppositions include: Jane no longer writes fiction. Presupposition: Jane once wrote fiction. Have you stopped eating meat? Presupposition: you had once

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eaten meat. Have you talked to Hans?
Presupposition: Hans exists. A
presupposition must be mutually known
or assumed by the speaker

Presupposition - Wikipedia

Presupposition is specifically studied in a
subfield of linguistics known as "
pragmatics." This subfield primarily

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examines the connection between context and meaning. One of the main concerns of pragmatics is understanding the implicit meaning in statements.

What Is a Presupposition? (with picture)

In advertising, pragmatic presupposition is closely related to some factors

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including customers' psychology, presupposition triggers and cultural differences, which have a strong impact on the pragmatic strategies of presupposition. Flouting the CP and Four Maxims will generate conversational implicature in advertising, which makes ...

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**A Study of Presupposition and
Implicature in Advertising ...**

In general, any semantic presupposition of a proposition expressed in a given context will be a pragmatic presupposition of the people in the context, but the converse clearly does not hold. To presuppose a proposition in the pragmatic sense is to take its truth

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for granted, and to assume that others involved in the context do the same...

Pragmatics (Stanford Encyclopedia of Philosophy)

While a semantic or logical PRESUPPOSITION is a necessary condition on the truth or falsity of statements (Frege 1892, Strawson

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1950), a pragmatic presupposition is a restriction on the common ground, the set of propositions constituting the current context.

PRAGMATICS - Northwestern University

In pragmatics, a presupposition is an assumption about the world whose truth

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is taken for granted in discourse.

Examples of presuppositions include: ...
Critical discourse analysis identifies the ideological function of presuppositions, particularly in the concept of synthetic personalisation.

Presupposition | Psychology Wiki | Fandom

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Compared with semantic presupposition—a truth-relation approach, pragmatic presupposition is an interactional approach in interpreting the sentence relations.

The Exploration Of Presupposition In Semantics Free Essay ...

Based on the six language function by

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Jakobson (1960), there are 5 functions of presupposition in the novella which are, 57 (47, 9%) referential, 33(27,7%) emotive, 25(21,1%) conative, 3(2,5%) poetic and 1 (0,8%) phatic. In this research, the practice of referential function in applying presupposition is considered as the most frequent.

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**The problem of Presupposition in
George Orwell's Novella ...**

Presupposition. We discuss presupposition, the phenomenon whereby speakers mark linguistically the information that is presupposed or taken for granted, rather than being part of the main propositional content of a speech act.

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Presupposition (Stanford Encyclopedia of Philosophy)

the pragmatic functions of presuppositions in English magazine advertising is provided, focusing this time on their persuasive function. 3 See Pop (2010) for a recent analysis of maxim flouting ...

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(PDF) Presupposition, Persuasion and Mag Food Advertising ...

7. Pragmatics Christopher Potts

Department of Linguistics, Stanford

University Abstract This chapter reviews core empirical phenomena and technical concepts from linguistic pragmatics, including context dependence, common

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ground, indexicality, conversational implicature, presupposition, and speech acts. I seek to identify

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