

Pragmatic Functions of Presupposition in Advertising English

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Abstract

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

Keywords: Presupposition, Advertising English, Pragmatic functions

The functions of advertisement, informing and persuading, always give rise to the fact that trust and co-operation between the interlocutors are limited or lacking. Advertisers are concerned about the way in which advertising language serves the function of advertisement effectively without causing the recipients' repulsion and resistance. Therefore presupposition is frequently employed in order to enhance the informative and persuasive function of advertising language implicitly because pragmatic functions of presupposition in advertising English will contribute a lot to such a dilemma.

1. Introduction to Presupposition

Originally presupposition is predominantly treated as an issue of the philosophy of logic or truth-based logic semantics, which means a proposition whose truth is taken for granted. In the early 1970s, the pragmatic study of presupposition emerged and have been urged. Many studies are made, which lead to varieties of definitions on pragmatic presupposition. They are treated as "the set of conditions that have to be satisfied in order for the intended speech act to be appropriate in the circumstance, or to be felicitous", "the speakers' shared background information", and "inferences about what is assumed to be true in the utterance rather than directly asserted to be true" (Peccoci: 2000-19)

2. 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.

In Peccoci's view, presupposition is inferences about what is assumed to be true". (Peccoci, 2000) The fact that presupposition is a kind of inference contributed to the conciseness of advertising language because it needn't to be said on purpose and even can omit corresponding expression of such information accordingly.

Many advertisements contain pragmatic presuppositions that are not stated out. Take one of the most often-used syntactical structures in advertising language—imperative sentence for instance. The structure, like "Buy x" or "Do x", and "you will..." in advertisements means something more like the structures "You need X", "X will bring you..." or "You'll find comfort and relief with X". These presuppositions, unnecessary to be spoken out, make advertising language directly concise. And they bring immediate effectiveness to advertisers.

Presupposition-triggers also have the ability to make the advertising language concise. Each of the presupposition-triggers has a form of simple word(s), phrase(s) or grammatical construction(s), but each of them is heavy-loaded in meaning. And the presupposition triggered by it is quite often one (sometimes more than one) complete sentence(s). Peccoci (2000) gives us an example in her pragmatics:

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Marcel A. Müller



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Odisea nº 13 Nobel-Augusto Perdu Honeyman, 2015-10-08 Anuario dirigido y gestionado por miembros del rea de Filología Inglesa del Departamento de Filología de la Universidad de Almería con el propósito de ofrecer un foro de intercambio de producción científica en campos del conocimiento tan diversos como la lengua inglesa literatura en lengua inglesa didáctica del inglés traducido en inglés para fines específicos y otros igualmente vinculados a los estudios ingleses Identity Constructions in Bilingual Advertising Songqing Li, 2018-09-03 This is the first book length study of identity constructions in relation to English as a contact language in advertising of non English speaking countries through a critical and interpretive lens Instead of simply presuming the role of the English language may have in constructing identities within the multimodal advertisement this book aims to explore ethnographically the ideological underpinnings of identity constructions in the context of local politics of English It studies the varying degrees of the contribution of the English language and its possible roles in bilingual advertising unravels the ideological dimensions of the language as well as identity and explains the sociocultural forms and meanings of identity To this end it develops a new critical cognitive approach bringing together recent advances in English as a global language critical sociolinguistics multilingual studies and multimodal discourse analysis By delving into the cognitive process of identity constructions it provides an evidence based account of the roles of English and it illustrates the interconnections between identities and local politics of English This interdisciplinary book will be of interest to scholars and students in bilingualism multilingualism discourse analysis English as a global language multimodality advertising and marketing *Critical Pragmatic Studies on Chinese Public Discourse* Xinren Chen, 2019-09-16 Public discourse constitutes the language environment of a town or a city which forms part of the social environment of a country or a region Based on extensive first hand data collected from public places mass media and the Internet this monograph attempts critical pragmatic studies of public discourse in the contemporary Chinese context By applying pragmatic theories and analytical instruments to the analysis of the data including business names advertisements public signs and notices and news the book showcases such discursive practices as personalization and subjectivization and reveals such social problems as unhealthy social mentalities pragmatic traps suspect discrimination and vulgarity It exemplifies a way of combining the Critical Discourse Analysis CDA approach and the pragmatic approach with a clear focus on the pragmatic issues This book will not only be a necessary addition to the academic discipline of pragmatics in general and critical pragmatics in particular but also lay bare the problems existing in the use of public discourse and suggest several ways to improve such use While it addresses the Chinese data only the proposed analyses may contribute to international readers understanding of public discourse in contemporary China and serve as a reference for similar researches worldwide **The Routledge Pragmatics Encyclopedia** Louise Cummings, 2010-04-05 Pragmatics has grown considerably in its relatively short history from its original disciplinary influences in philosophy and linguistics into a multidisciplinary field that

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Anglia ,1986 *Analecta linguistica* ,1991 **"What You Like"** Kenya S. Zappa,2001 [Pragmatic Markers in English](#) Laurel J. Brinton,2010-12-14 The future of English linguistics as envisaged by the editors of Topics in English Linguistics lies in empirical studies which integrate work in English linguistics into general and theoretical linguistics on the one hand and comparative linguistics on the other The TiEL series features volumes that present interesting new data and analyses and above all fresh approaches that contribute to the overall aim of the series which is to further outstanding research in English linguistics

[The Evolution of Pragmatic Markers in English](#) Laurel J. Brinton,2017-08-31 Based on a rich set of historical data this book traces the development of pragmatic markers in English

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