

The Analysis of Cosmetic Advertising Language by Using Presupposition Approach

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Abstract

This study is conducted to reveal the presupposition strategies used by the cosmetic advertiser in order to give implicit meaning behind the cosmetic advertising language. The raising of many new cosmetic brands leads the advertiser use various strategies to attract the reader, some of them use presupposition. This present study analyzed cosmetic advertising language by using presupposition approach. The data of this analysis were taken from instagram accounts of the cosmetic brands comes from international brands, there are 20 advertisements from 10 different brands analyzed in this research. The descriptive qualitative method was used since the data in the form of advertisement sentences. Yule's and Lam's theory was used as a guidance for the researcher in conducting the study. This study is limited to the lack of previous study about the analysis of cosmetic advertisement by using presupposition theory. For that reason this present research is conducted in order to reveal the theory applied on the cosmetic advertising language. The finding of this study found that there were 4 types of presupposition appear in the advertisement they are existential presupposition, lexical presupposition, structural presupposition and non-factive presupposition. While the use of presupposition in cosmetic advertising language was as implicit competition.

Keywords: Advertisement, Cosmetic, Advertising Language, Presupposition, Pragmatics

1. INTRODUCTION

Currently, advertising become the most important aspect in product's branding especially for product's awareness on mass media. The advertisement becomes an effective way to inform the existence of a product, apart from that it also can influence people's behavior through the language. Therefore the advertisers must use their creativity in choosing some techniques of linguistics in order to make their advertisements more persuasive. As Akinbode (2012) stated on his study that language is the most dominant instrument in advertising that can influence the effectiveness of an advertisement. He stated that advertising language defined as a particular terms in the use of language in mass media which is conveying the advertisement messages (Akinbode, 2012). Therefore the language is an influential aspect of the advertisement which can persuade people's purchasing attitude. For that reason, the advertiser must select the usage of the words and consider the linguistic features in advertising process. As Qadafi & Wahyudi (2014) said that the advertisement can effectively influence people's mindset to purchase the products being advertised (Qadafi & Wahyudi, 2014). Presupposition is one of pragmatic's features that can convey the untold meaning of the utterance. In the advertising process, presupposition can be a tool to reveal the untold meaning behind the language that used by the advertiser in an advertisement. For

example the advertisement slogan of a travel agencies said "Imagine your Korea", that kind of slogan is classified as Non-Factive presupposition. The slogan leads people to imagine Korea's country by their own version. The word Imagine itself indicates that the addressee has never been to Korea at all. After imagining to Korea, the advertiser wants reader to be more interested in Korea then it will end up with promoting the travel agency. That example shows the use of presupposition approach in analyzing the slogan of an advertisement. The slogan shows that there was untold meaning behind the language in which the addressee can presuppose another meaning of the words chosen by the advertiser on the slogan. Therefore the use of presupposition theory is needed to investigate what is actually the untold meaning behind the language used by the advertiser.

The analysis of presupposition allows people to be able to understand the unsaid meaning of what the speaker said. Yule (1996) state that presupposition can be defined as something which assumed by the speaker that being the main case before making an utterances (Yule, 1996). It means that the presupposition requires higher thinking order of the addressee to describe assumptions from an implicit meaning, so that another information can be caught by the listeners or the readers from their own interpretation (Ananda et al., 2016). Presupposition should reveal more the meaning of the word that unsaid on the advertisement. The first theory that use in this study is

the theory of Pragmatics by Yule 1996 there are 6 types of presupposition; those are Existential Presupposition, Factive Presupposition, Non-Factive Presupposition, Lexical Presupposition, Structural Presupposition, and the last is Counterfactual Presupposition. Existential presupposition is the assumption of entities existence named by the speaker, these entities are assumed to be present in noun phrase. Factive presupposition is the assumption that something treated as a fact, this is indicated by the presence of verbs such as “know”, “realize”, “glad”, etc. Non-Factive presupposition, the definition of this presupposition contradicts to the factive presupposition in which is the assumption that something treated as not a fact. The verbs that indicates this kind of presupposition are “dream”, “imagine”, “pretend”, etc. Lexical presupposition is an interpretation of the utterance in using certain words with the asserted meaning, in which what is spoken by the speaker can be interpreted by another meaning (Fitria, 2013). Structural presupposition is the assumption dealing with the use of particular structure for instance interrogative form. While the last types is counterfactual presupposition, it is defined as an assumption that what is presupposed not only untrue, but also contrary to the facts. . The next theory of this study is the theory by Lam (2009), he claims that presupposition is useful in the advertisement. He divides the function of presupposition on the advertisement into 3 functions; they are implicit meaning, causing the reader to consider the existence of the products or services and the last is making the advertisement short and memorable. The first function of presupposition is implicit competition. The advertisement functioned as implicit competition tend to use comparative word and superlative word (then, more, better, etc) aimed to show that the advertised product is better or even the best. The implicit competition function does not mention the product being compared explicitly due to the policy of a certain brand or product. Therefore the advertiser use presupposition to convey their implicit meaning. The second function of presupposition is causing the reader to consider the existence of the products. In this function, the advertisers use noun phrase and possessive pronoun for instance (this, your, our, etc). The possessive pronouns used by the advertiser to make the reader refers to the product directly and to have the willingness in possessing the advertised product. So that the reader could be aware and consider the existence of the products or the brands. The third function is making the advertisement short and memorable. The advertisers in this function use very short phrase on their advertisements, furthermore the advertiser usually use repetition and assonance in order to make the advertisement easy to remember by the readers or the listeners.

The previous study conducted by Ananda et al. in 2016 under the title “*Presupposition Analysis in Some Selected Consumer Advertisement Slogans of The Jakarta Post*” conclude that there are types of presupposition that often used in some selected consumer advertisement slogans of the Jakarta Post. The finding shows that 55% slogans of the consumer advertisement on The Jakarta Post contain existential presupposition, 20% of them contain factive presupposition, 15% slogans contain lexical presupposition and the last presupposition found is non-factive presupposition which is the percentage is 10% (Ananda et al., 2016). From that result, among the 6 types of presupposition there are only 4 types that found in the advertisement slogans of Jakarta Post, they are factive presupposition, non-factive presupposition, existential presupposition, and lexical presupposition. According to the percentage above, the most frequent types of presupposition that used by the advertiser in Jakarta Post is existential presupposition, proven by 55% existential presupposition were found in the whole data. The theory used in previous study conducted by Ananda et al. (2016) was the theory of pragmatics study by Yule (1996) that includes presupposition theory. Apart from that, the previous study conducted by Carrie Ka Yee Lam in 2009 conclude the theory that there are 3 functions of presupposition in the advertisement as had been mentioned above. They are (1)implicit competition, (2)causing the reader to consider the existence of the products or services, and (3)making the advertisement short and memorable.

By using the theory of Yule (1996) the present study reveals the types of presupposition that appears in cosmetic advertising language. This study will further narrow down the scope of the previous study. In accordance to the journal conducted by Ananda et al., the data were taken from consumer advertisement of Jakarta Post. There were 70 consumer advertisements in various fields, 20 advertisement slogans of them were selected to be the data of this previous research. In accordance to the lack of specificity of the previous study, this present study was conducted by the researcher to narrow down the scope of advertisement fields which would be analyzed. The cosmetic was chosen by the researcher because it had been the must-have thing for both women and men all over the world. Alhedhaif et al., (2016) state in Fiolanita and Kusumawati (2019) “The cosmetics madness has proven from the total market of global cosmetics in 2012, estimated to be 180 billion Euros and predicted to constantly growing of 4% per year” (Fiolanita & Kusumawati, 2019). Nowadays cosmetics become one of people’s lifestyle which proven by many new beauty influencer that advertise various cosmetic brands on social media like Tiktok and Instagram. The use of language on those kind of social media takes big role in the process of

advertising. For instance the study conducted by (Rudito & Anita, 2020) under the title “Persuasive Strategies Used in Burger King’s Instagram Posts Caption” that discuss about the persuasive strategies used by Burger King for their Instagram caption in order to attract people’s purchasing behavior. The theory used by Rudito & Anita (2020) on their study was taken from the book entitled “Persuasive Language” written by Lamb 2014. Rudito and Anita (2020) analyzed the persuasive strategies that Burger King’s advertiser used to influence people’s purchasing behavior on their Instagram post. Apart from that, the present research will analyze the advertisement on Instagram of several international cosmetic brands. This study analyzes the cosmetic advertising language by using the theory of presupposition. This present study reveals that actually the language of every cosmetic advertisement has another presupposition which was used by the advertiser. It aims to influence people’s behavior towards the product offered without mentioning its purpose explicitly on advertisement. This study will answer the following research questions: (1) what types of presupposition appears in cosmetics advertisement? (2) How does the use of presupposition on cosmetic advertisement?

2. METHOD

The present study was analyzed by using descriptive qualitative method. The descriptive qualitative method is a method that has the aim of summarizing and inferring from a phenomenon that has happened to something (Vickie A. Lambert & Clinton E. Lambert, 2012). The data were collected by applying non-participatory observation and documentation. The non-participatory observation define as the observation without any active interaction (Morton et al., 2021), it means that the researcher observe the videos of cosmetics advertisement on Instagram then analyze the language that contain the data on that advertisement post. Furthermore, the researcher also considers and observes the caption on that Instagram posts so then the researcher take the documentation in the form of mobile screenshots in order to collect the data. There were 20 advertisements from 10 different brands of international cosmetic products. The data were taken both from the transcription of videos advertisement and the caption of the posts. The caption should also be considered because in Instagram, it is functioned as an explanation of the posts. Therefore some data of this present research was taken from the caption too. The theory that will be used are presupposition theory by Yule on his Pragmatics book (1996) and the function of presupposition on the advertisement theory on the study conducted by Lam in 2009. Presupposition theory is used to consider the types of presupposition that appear on the

cosmetic advertisement, while the second theory reveals how is actually the function of presupposition on cosmetic advertisement. There are steps that the researcher do in conducting this study, firstly consider the brands of international cosmetic that will be included as the data. After that is the process of collecting the data by observing the videos of advertisement from every brands as well as the caption, then transcribing the videos. After getting the transcription, the phrases that contain presupposition both from the transcription and the caption were collected to be analyzed. The last step is analyzing the data by using the theory that was chosen by the researcher as a guidance in conducting this research.

3. FINDING AND DISCUSSION

As the data of this present study, the researcher found 10 International cosmetic brands they are Loreal, Maybelline, E.l.f Cosmetic, MAC Cosmetic, NARS Cosmetic, Revlon, The Body Shop Cosmetic, LA Girl Cosmetic, NYX Cosmetic, and Urban Decay. From that 10 cosmetic brands, 20 advertisement’s phrases that contain presupposition were taken to be the data of this research. The analysis of advertising language on cosmetic advertisement by using presupposition theory will be discussed in this part. The research will be analyzed by using presupposition approach that include 2 theories they are types of presupposition theory by Yule (1996) and the second one is the function of presupposition theory by Lam (2009).

a. TYPES OF PRESUPPOSITION

This present study revealed the prove that cosmetic advertising language actually can be presupposed by another meaning that the advertisers want to convey. The theory of types of presupposition by Yule (1996) was used as a guidance for the researcher to reveal another assumption meant by the advertiser. There are 6 types of presupposition, those are factive presupposition, existential presupposition, nonfactive presupposition, lexical presupposition, counterfactual presupposition and structural presupposition. The device to prove this hypothesis was by identifying the types of presupposition on cosmetic advertisement. There are 20 phrases of cosmetic advertising language taken from 10 different brands which are analyzed by the theory of types of presupposition by Yule (1996). As the result of the analysis there are 4 types of presupposition that found in cosmetic advertisements, there are existential presupposition, non-factive presupposition, lexical presupposition and structural presupposition.

EXISTENTIAL PRESUPPOSITION

Existential presupposition was the most type of presupposition appears on cosmetics advertisement. Existential presupposition defined by the assumption made by the utterance that the products being advertised are exist, indicated by the presence of noun phrase and possessive construction. In accordance to the appendix there are 12 cosmetic advertisements contained existential presupposition as the datum number :

- [1] Refill your lips with our Brilliant Signature Plump-In-Glosses! (Loreal)
- [2] Your brow besties are here! (e.l.f cosmetic)
- [3] This mascara is incredible! (Urban Decay)

Datum [1] contain a possessive pronoun “our” in which the indicator of possessive construction, so that the presupposition used by the cosmetic advertiser on the data [1] was existential presupposition. Next was the datum number [2], possessive pronoun “your” was found on datum [2] in which being the indicator of possessive construction. So that the datum could be classified as existential presupposition. Another existential presupposition found in the datum number [3], that kind of advertisement’s slogan included to noun phrase in which there was found pronoun “this” that modify the noun named by the advertiser therefore it classified as existential presupposition. Those cosmetic advertisements that classified as existential presupposition could be assumed that the advertiser wants to convey the existence of the products through the language of an advertisement. The cosmetic advertisers used noun phrase and possessive construction to make the reader directly referred to the product being advertised. The cosmetic advertiser wanted reader to assume that the products were exist or even to highlight the product or the brand itself.

LEXICAL PRESUPPOSITION

The second types of presupposition could be found in the data was lexical presupposition. There are 3 cosmetic advertisements which contain lexical presupposition:

- [4] You’ll achieve darker and more dramatic lashes than ever before
- [5] Time for your look to reach its climax
- [6] Perfect for the colder months, leaving your skin feeling soft and smooth after each use

Lexical presupposition defined as the assumption that the use of a certain words can have another asserted meaning. The underlined word from datum [4] “than ever before” could be assumed that the advertiser wants to convey that the listeners or the readers were never achieve

darker and more dramatic lashes unless they use the product being advertised. The next is the datum [5], that the underlined words were “to reach”, those could assumed the meaning that the reader’s look was not perfect yet before wearing the product. Then the last was the datum number [6], the underlined word “after” indicated that the reader/ the listener’s skin was not feeling soft and smooth in the colder months before use the product advertised.

STRUCTURAL PRESUPPOSITION

The next presupposition could be found in cosmetic advertisements were structural presupposition. The structural presupposition itself defined as the assumption dealing with the use of particular structure for instance interrogative form. As found in the data number :

- [7] Ready to take your lash game to the next level? (MAC Cosmetic)
- [8] Why not try our Shea Body Butter? (The Body Shop)
- [9] Ooh, look at those curves! (Urban Decay)

The interrogative forms were found in the data [7] and [8] while the datum [9] used imperative form. The datum number [7] had another assumption because the use of interrogative form for the advertisement. It could be presupposed that the reader’s or the listener’s lash game were not reach the next level yet. While the datum [8] could had an assumption that the readers/ the listeners were not already try the product being advertised. Thne the last datum [9] used different form as the two data before, it used imperative form. Datum [9] could convey advertiser’s untold meaning that the people were not already pay attention to the product. Therefore the advertiser used imperative form in order to get the readers or the listener’s attention to the product.

NON-FACTIVE PRESUPPOSITION

The last types of presupposition found in cosmetics advertisements was non-factive presupposition. The definition of this presupposition contradicts to the factive presupposition in which is the assumption that something treated as not a fact. The verbs that indicate this kind of presupposition are “dream”, “imagine”, “pretend”, etc. As showed in the data below :

- [10] 36 shades of makeup that looks like skin. (NARS Cosmetic)
- [11] Dreaming in shades of blue (E.l.f Cosmetic)

The underlined words “looks like” in datum number (10) was the indicator of non-factive presupposition. It could be presupposed that the makeup product being advertised would make the reader’s makeup complexion like their own skin but actually it was a makeup using the cosmetic product advertised. then the next is datum (11) that the underlined word was “dreaming”. The words “dreaming” itself meant that something treated as not fact. On the advertisement, the advertiser tend to convey that people were not have the shades of blue yet, therefore the advertiser used the words dreaming.

b. FUNCTION OF PRESUPPOSITION

In the advertisement, the language chosen by the advertiser can presuppose different function. There are 3 function of presupposition in the advertisement, the first function is implicit competition, the second function is causing the reader to consider the existence of the products or services, and the last function is making the advertisement short and memorable (Lam, 2009). The advertising language functioned as implicit competition when they use a comparative or even superlative expression for instance using the words “more”, “better”, “than”, “perfect”, etc. Those words have a meaning as a comparison. The advertiser wants to compare the product being advertised with another products without mention it explicitly in the advertisement. Therefore usually the advertiser only compare the advantages rather than directly mentions the products. The second function is causing the reader to consider the existence of the products or services. This function can be indicated by the presence of the words “this”, “our”, “your”, or mentioning the parts of the products. In this function, the advertiser avoid mentioning the name of the product being advertise and even the brand itself. For example one of the mascara comes from Loreal brand is Lash Paradise mascara, but in the advertisement the advertiser prefer to use “this mascara” rather than mentioning directly the name of the product. Then the last function is making the advertisement short and memorable. This function can be indicated by the short slogans of an advertisement. Apart from that, in order to make the advertisement easy to remember, assonance.

IMPLICIT COMPETITION

The most used function of presupposition on cosmetic advertisement according to the data analysis was implicit competition. Implicit competition defined as the assumption that the advertisement is functioned to compete other product without mentioned the name of the

product explicitly. The following data were the advertisement containing implicit competition.

- (12) Sometimes all you need is the perfect lip liner! (LA Girl)
- (13) You’ll achieve darker and more dramatic lashes than ever before. (Maybelline)
- (14) Time for your look to reach its climax. (Nars cosmetic)
- (15) Its “green” Skin Deep score indicates that ingredients are lowest hazard. (Revlon)

According to the datum (12) the underlined word “perfect” were being an indicator of implicit competition. In accordance to Oxford Dictionary “perfect” was meant by having all the required elements in the state of as good as a thing was possible to be. It means that the product being advertised was “*as good as a thing possible to be*”. The meaning “as good as a thing possible to be” itself could be presupposed that the product was “the best”. Furthermore, the word “best” classified as superlative word. Therefore datum (12) was classified as implicit competition. In datum (13) the underlined words “darker, more, and than” were found, those words were being an indicator of implicit competition. Those underlined words were comparative words that functioned to compare the product advertised with another products. The next was datum number (14) where the word “climax” was found. According to Merriam Webster dictionary <https://www.merriam-webster.com/dictionary/climax> the word “climax” meant the highest point. Therefore datum (14) was classified as implicit competition because climax, according to the meaning, could be classified as superlative word. The last analysis of implicit competition came from datum (15) which contain the word “lowest” that indicated as superlative word. That superlative word found in datum (15) made it classified as implicit competition.

CAUSING THE READER TO CONSIDER THE EXISTENCE OF THE PRODUCTS

The function of presupposition, causing the reader to consider the existence of the product, was avoid to mention the name of the product being advertised. The advertisers prefer to use pronoun in noun phrase rather than directly mentioning the name of the product in the advertisement. It was aimed to make the readers to consider by themselves the existence of the product on the advertising language that had been made by the advertiser. The following data was contain the function causing the reader to consider the existence of the product.

- [16] Refill your lips with our Brilliant Signature Plump-In-Glosses! (Loreal)
[17] Why not try our Shea Body Butter? (The Body Shop)
[18] Let our little brush change your lash life. (MAC Cosmetic)

The underlined word “our” in data number [16], [17], and [18] indicated the second function of presupposition, causing the reader to consider the existence of the product. Possessive pronoun “our” before noun phrase named by the advertiser was found to replace the name of the product advertised. In this function the advertisers tend to replace all the name by the product with whether noun phrase or possessive construction.

MAKING THE ADVERTISEMENT SHORT AND MEMORABLE

In this function the advertisers made the advertisement such a slogan which was short and easy to remember by many people. The advertisers purposed to remind people all the time by the slogans they had made. In order to make it easy to remember, the advertiser made the cosmetic advertisement short and sometimes contain an assonance. Assonance itself was a repetition of the sound that made the sentence more unique, therefore it would be easy to remember. The following data found the third function of presupposition, making the advertisement short and memorable.

- [19] Ooh, look at those curves! (Urban Decay)
[20] Gloss on, worries gone! (NYX Cosmetic)

The datum number [19] showed that the advertisement was short, the shorten of this advertisement made it easier to remember. When the people remembering the slogan of an advertisement, of course they would remember the product being advertised. The next datum number [20] was a different case, it used assonance on the slogan of cosmetic advertisement. The assonance defined as the repetition of the sound especially for the vowels. On the datum number [20] there was the repetition of the sound /ô/ in the pronunciation of the words “on” and “gone”. The repetition of similar vowel sound and the shorten of the slogan made people easier to remember the slogan of the cosmetic advertisement.

4. CONCLUSION AND SUGGESTION

This study is conducted to investigate the types of presupposition that appears on cosmetic advertisement and how does the language of advertising reflected on cosmetic advertisement. In accordance to the result of this

study, types of presupposition that can be found in cosmetic advertisements are existential presupposition, non-factive presupposition, lexical presupposition, and structural presupposition. Based on the data, the most types of presupposition that appears is existential presupposition, it is meant that the advertiser actually wants to highlight the existence of the product. So that by using existential presupposition on the language of advertising, the reader can assume that the product being advertised is exist. The next presupposition is lexical presupposition, there are 3 advertisements used lexical presupposition on their advertising language. The lexical presupposition expect the reader can have an assumption of a certain words with another asserted meaning. The structural presupposition can be found in 3 advertisements, two of them use interrogative form and one of them uses imperative form. Then the last is 2 advertisement found as non-factive presupposition, the advertisers want make the reader to make an assumption that the expected benefits will not come true unless they use the product being advertised. Then the use of presupposition in cosmetic advertising language is implicit competition which means that the advertisers use certain words in order to make a comparison with another product but it is not mentioned explicitly on the advertisement. The comparative and superlative words were used by the advertiser to make it compete with another products or even another brands. It is aimed to make the assumption that the advertised products are better than another products from another cosmetic brands.

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APPENDIX

The analysis table of presupposition's types on cosmetic advertising language

No.	Advertisem nts	Types of Presupposition					
		E P	F P	NF P	L P	S P	CF P
1.	Refill your lips with <u>our Brilliant Signature</u> Plump-In-Glosses! (Loreal)	✓					

2.	Its <u>innovative formula</u> is infused with your favorite skincare ingredients, including hyaluronic acid and collagen complex for smoother, plumper lips with lasting shine. (Loreal)	✓					
3.	You dont even need false lashes all you need is <u>this mascara</u> . (Maybelline)	✓					
4.	You'll achieve darker and more dramatic lashes <u>than ever before</u> . (Maybelline)				✓		
5.	Your brow besties are here! (E.l.f Cosmetic)	✓					
6.	Dreaming in shades of blue (E.l.f Cosmetic)			✓			
7.	Ready to take your lash game to the next level? (MAC Cosmetic)					✓	
8.	Let <u>our little brush</u> change <u>your lash life</u>	✓					

	(MAC Cosmetic)						
9.	Time for your look <u>to reach</u> its climax. (Nars cosmetic)				✓		
10.	36 shades of makeup that <u>looks like</u> skin. (NARS Cosmetic)			✓			
11.	Its “green” Skin Deep <u>score</u> indicates that ingredients are lowest hazard (Revlon)	✓					
12.	<u>The perfect mascara</u> for perfect lashes? Ask no more! (Revlon)	✓					
13.	Why not try our Shea Body Butter? – The Body Shop					✓	
14.	Perfect for the colder months, leaving your skin feeling soft and smooth <u>after</u> each use – The Body Shop				✓		
15.	<u>Our Soft Matte Cream Blush</u> is here to add that perfect kiss of color to the cheeks and	✓					

	lips! – LA Girl Cosmetic						
16.	Sometimes all you need is <u>the perfect lip liner!</u> – LA Girl	✓					
17.	<u>This is juice gloss.</u> Gloss on, worries gone! – NYX Cosmetic	✓					
18.	<u>These lippies</u> are too hot to handle! – NYX Cosmetic	✓					
19.	<u>This mascara</u> is incredible! – Urban Decay	✓					
20.	Ooh, <u>look at those curves!</u> – Urban Decay					✓	

The analysis table of function of presupposition on
cosmetic advertisements

No.	Advertisements	Function of Presupposition		
		X	Y	Z
1.	Refill your lips with our Brilliant Signature Plump-In-Glosses! – Loreal		✓	
2.	Its innovative formula is infused with your favorite skincare ingredients, including hyaluronic acid and collagen complex for smoother, plumper lips with lasting shine. – Loreal		✓	

3.	You dont even need false lashes all you need is this mascara. – Maybelline		✓	
4.	You’ll achieve darker and more dramatic lashes than ever before. – Maybelline	✓		
5.	Your brow besties are here! – e.l.f cosmetic			✓
6.	Dreaming in shades of blue – E.l.f Cosmetic			✓
7.	Ready to take your lash game to the next level? – MAC Cosmetic	✓		
8.	Let our little brush change your lash life– MAC Cosmetic		✓	
9.	Time for your look to reach its climax. -Nars cosmetic	✓		
10.	36 shades of makeup that looks like skin. – NARS Cosmetic		✓	
11.	Its “green” Skin Deep score indicates that ingredients are lowest hazard – Revlon	✓		
12.	The perfect mascara for perfect lashes? Ask no more! – Revlon	✓		
13.	Why not try our Shea Body Butter? – The Body Shop		✓	
14.	Perfect for the colder months, leaving your skin feeling soft and smooth after each use – The Body Shop	✓		
15.	Our Soft Matte Cream Blush is here to add that perfect kiss of color to the cheeks and lips! – LA Girl Cosmetic	✓		

16.	Sometimes all you need is the perfect lip liner! – LA Girl	✓		
17.	This is juice gloss. Gloss on, worries gone! – NYX Cosmetic			✓
18.	These lippies are too hot to handle! – NYX Cosmetic			✓
19.	This mascara is incredible! – Urban Decay	✓		
20.	Ooh, look at those curves! – Urban Decay			✓