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3. Pragmatic Functions of Presupposition in Arabic
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HAILIE DELACRUZ

**Pragmatic Functions of
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Pragmatic Functions Of Presupposition In2.
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 Peccei's view, presupposition is inferences about what is assumed to be true". Pragmatic Functions of Presupposition in Advertising English 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. Pragmatic Functions of Presupposition in Advertising English The Semantics and Pragmatics of Presupposition compositional upon discourse structure: the meaning of a discourse is a function of the meaning of its parts and how they are related to each other. In SDRT presuppositions, like assertions, generate underspecified but interpretable logical forms. The procedure for constructing the semantic The Semantics and Pragmatics of Presupposition Presupposition is frequently employed in order to enhance function of

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world. 3. Pragmatic Functions of Presupposition in Arabic This paper gives a brief introduction of pragmatic presupposition and analyzes its functions in advertising. The emphasis of this paper is placed on presupposition and its pragmatic functions of advertising language from three angles: presupposition and advertisement information, presupposition psychology and market strategies of advertisements. Analysis of Presupposition and its Function in Advertisement further distinction: pragmatic presuppositions are purely speaker actions, whereas semantic presuppositions trace to conventional aspects of the meanings of specific words and constructions. Pragmatic presupposition Stalnaker (1970, 1973, 1974) developed the theory of pragmatic (speaker, con-presupposition and implicature - Stanford University Presupposition. Hence, conditional sentences act as filters for presuppositions that are triggered by expressions in their consequent. A significant amount of current work in semantics and pragmatics is devoted to a proper understanding of when and how

presuppositions project. Presupposition - Wikipedia
 Presupposition can also be seen as a relation between propositions, although many linguists (including George Yule) prefer to see presupposition as strictly pragmatic, and a relation between a speaker and a proposition. In any case it is important to see that these are two independent kinds of relations.

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