

EXPLORING PRESUPPOSITIONS IN ADVERTISEMENTS OF SMARTPHONES OF INTERNATIONAL COMPANIES

Bui Truong Quynh Thi*

University of Foreign Languages and International Studies, Hue University

Received: 10/04/2022; Revised: 12/08/2022; Accepted: 31/08/2022

Abstract: This paper studies the presupposition used in the online advertisements of four international smartphone companies. In particular, the study aims to identify and find out the most common presupposition types found in smartphone advertisements of each company according to Yule's theory. This research applies qualitative and quantitative approaches to collect and analyze the data. The data of this research were 25 advertisements relating to the launch of new smartphones or their features published on the NEWSROOM pages of the four smartphone companies, specifically Apple Inc, Samsung Electronics, Vivo and Xiaomi, between January and December 2021. The findings showed that existential presupposition was the most common presupposition type found in smartphone advertisements of each company. Specifically, there are 1940 presuppositions, of which 1404 presuppositions, 34 factive presuppositions, 501 lexical presuppositions and one non-factive presupposition in 25 advertisements. Furthermore, the implication for helping readers approach advertisements with greater knowledge are provided at the end of the study.

Keywords: Pragmatics, presupposition, types of presupposition, advertisement, newsroom website

1. Introduction

Language is the way by which people communicate with one another, build relationships, and create a sense of community. Therefore, in the language, there is always information or a message inside. However, people often encounter misunderstandings with each other because of the sentence or words, which means sometimes it is not based on the context.

In linguistics, Pragmatics is considered the branch that deals with the ways in which the meaning of an utterance depends on the context of its use. In other words, pragmatics is the study of language meaning. Besides, a sub-discipline of Pragmatics, the presupposition is a referring to the logical meaning of a sentence or meaningfully associated with or entailed by a sentence. According to Yule defines presupposition is something that the speaker assumes to be the case prior to making an utterance. It can be said that the presupposition itself is an implicit assumption about the background belief relating to an utterance. They also allow speakers to communicate more than one proposition with a single sentence and furthermore indicate which of the propositions communicate the main assertion and which provides a background for the main assertion.

On the other hand, it cannot be denied that advertising has significance in modern society. Advertising is an 'integral part of twentieth-century consumption' and an "important form of representation in the contemporary world" (Nava et al., 1997, p.3–4). It has usually invaded people's daily lives, and it sometimes appears that we are oblivious to its presence. For instance,

* Email: buitruongquynhthi138@gmail.com

regardless of location, people may quickly access advertisements via newspapers, posters, the internet, television, and social media. Advertising acts as a bridge between a company or product and its target market. As such it is often viewed as an indispensable tool to create competition with other competitors in the market. However, it is a fact that one company cannot directly claim that its products are more potent than another company's products. This means they have to adopt the language of their advertisements to convey these messages implicitly. Therefore, presupposition is an effective means to serve advertisements in order to attract people to purchase the products.

In the current digital era, where news breaks around the clock and consumers rely largely on the Internet to stay current, smartphones are regarded as a vital tool for individuals in most parts of the world regardless of age, gender, nationality, career, social status and religion. Each year, millions of smartphones are introduced by various companies around the globe. Each phone model manufactured is believed to reflect the image, message, strategy, and characteristics of its respective company. The advertisements of smartphones thus are expected to deliver all these values often projected as being revolutionary and unique to the public. Accordingly, it is necessary to explore how presuppositions are made use of to do this task in advertisements of smartphones.

This study, therefore, seeks to merge the presupposition and advertising domains by analyzing data from one sort of media language, online advertising, for the reasons indicated above. Therefore, this research was conducted to shed light on presuppositions in the advertisements of smartphones of international companies. The research aims to answer the following research questions:

- a. What types of presupposition are used in the advertisements of four international smartphone companies?
- b. What is the most common presupposition type found in the smartphone advertisements of each company?

2. Literature review

2.1. Theory of pragmatic presuppositions

2.1.1. Pragmatics

According to Crystal (1985), pragmatics is the study of language from the point of view of users, notably senders to addressees in a social situation and the impacts of their language use on those involved in the communication process (p.240).

In the word of Lavinson (1983), pragmatics is “study of the relations between language and context that are basic to an account of language understanding” (p.21).

Christie (2000) says pragmatics is “a theoretical framework that can account for the relationship between the cultural setting, the language user, the linguistic choices the user makes, and the factors that underlie those choices” (p.29).

2.1.2. Pragmatic presuppositions

The concept of pragmatic presupposition

According to Levinson (1983), presupposition is a linguistic phenomenon that dominates the most significant portion of literature in linguistic pragmatics.

Stalnaker (1974) defines pragmatic presupposition as follows: "A speaker presupposes that P at a given moment in a conversation just in case he is disposed to act, in his linguistic behavior, as if he takes the truth of P for granted, and as if he assumes that his audience recognizes that he is doing so" (p.205).

Richardson (2007, p.63) defines presupposition as "implicit claims inherent in the explicit meaning of a text or utterance which are taken for granted". In other words, presupposition is tacit knowledge generated by linguistic constructs and received as literal truth by utterance participants.

In another description, presupposition is an assumption made by the speaker prior to making an utterance (Yule, 1996, p.25). Presupposition triggers allow authors or speakers to convey without directly declaring it.

Types of presupposition

In this research, the researcher attempts to investigate the presupposition types provided by Yule. Yule (1996, 2010) classified presupposition triggers or types into six categories: existential presupposition, factive presupposition, lexical presupposition, structural presupposition, non-factive presupposition, and counterfactual presupposition.

Existential presupposition

It is the assumption that the speaker has committed to the existence of the named entities and that they are present in possessive constructions or any definite noun phrase.

Example:

The Cold war has ended. à Presupposes that the existence of the "Cold war". That is before making this utterance, the speaker presupposes that the Cold war existed.

Factive presupposition

It's the assumption made from words that convey a truth. Verbs like know, recognize, regret, find, acknowledge, etc. also imply this.

Example:

We regret telling him. à It is presupposed that the speakers told another person.

Lexical presupposition

The assumption is that the use of a word with its declared meaning is typically interpreted with the understanding of another (non-asserted) meaning. In this instance, the words "stop," "start," and "again" imply another (unstated) concept.

Example:

John stopped studying Chinese. → It is presupposed that John used to study Chinese before
Structural presupposition

Structural presupposition refers to the assumption associated with the use of a certain structure. In English, for example, the Wh-question construction is traditionally regarded with the assumption that the information following the Wh-form is already known to be true.

Examples:

When did he go home? → This question presupposes that someone (he) went home.

Non-factive presupposition

It is an assumption referred to something that is not true. For instance, verbs like “dream”, “imagine” and “pretend” are used with the presupposition that what follows is not true.

Example:

Mary imagined she was in London → The sentence presupposes that Mary was not in London.

Counterfactual presupposition

It is the assumption that what is presupposition is not only untrue, but it is opposite of what is presupposed is not only untrue, but it is opposite of what is true, or contrary to fact.

Examples:

If you were my friend, you would have helped me.

→ It is presupposed that the listener (you) are not the speaker’s (my) friend.

2.2. Definition of key terms

2.2.1. Advertising

Clemente (1992) defines advertising "one of the main action elements of the marketing communications mix that involves using paid media to communicate persuasive information about a product, service, organization or idea ". (p.8)

Meanwhile, as determined by the New Encyclopedia Britannica, “advertising is a form of communication intended to promote the sale of the product/service to influence public opinion, to gain political support or to advance a particular cause” (Kaptan, 2002, p.8).

Since the research is about commercial products, the researcher used Bovee's (1992) definition. In "Contemporary Advertising," he described advertising as "the non-personal communication of information, usually paid for and usually persuasive in nature, about products (goods and services) or ideas by identified sponsors through various media" (Bovee, 1992, p.7).

2.2.2. Advertisements

Kotler (2010) mentioned that an advertisement is very expressive - it allows a company to present its product clearly and effectively via text, sound and colour. On the one hand, advertising helps to form a long-term sustainable image of the product.

According to Pikas & Sorrentino, (2014), an advertisement is a tool to inform a target audience about a product or service (p.70).

This research used the Longman dictionary to define "Advertisement." Longman Dictionary of Contemporary English defines advertisement as "a picture, set of words, or a short film, which is intended to persuade people to buy a product or use a service, or that gives information about a job that is available, an event that is going to happen, etc." The researcher used online advertisements of smartphone launches by Apple Inc, Samsung Electronics, Vivo, and Xiaomi companies

2.2.3. The official website

Along with the rapid growth of information technology, customers spend a great deal of time navigating the internet via virtual media. The website has become a popular option among other virtual media, facilitating interactions between consumers and businesses.

According to Market Business News, a website or site is a virtual location on the World Wide Web. It contains web pages and data files accessed via a web browser.

Following Merriam-Webster, a website is a collection of interconnected World Wide Web pages made available online by an individual, business, educational institution, government, or organization.

William F. Arens (1992) clarifies it as an alternative "storefront" where customers, prospects, and other stakeholders can learn more about the company, its products and services, and its beliefs.

Based on the descriptions above, it's evident that websites consist of a homepage and an undefined number of other web pages. Any company's website design depends on its customers. These websites will have a newsroom page that displays press releases and company news. This study collected data from four international smartphone companies' "Newsroom" websites.

2.2.4. Implicature

Yule (1996) defines implicature as "the truth meaning in the utterances that is not stated explicitly by the speaker, so the hearers should interpret the meaning about the utterance by themselves" (p.35).

Leah (2011) identifies implicature as "A certain type of pragmatic inference, related to the communicative context in which a sentence is uttered, called implicature, which denotes either the act of meaning, implying, or suggestive one thing by saying something else, or the object of that act" (p.71).

Kridalaksana (2011) defines implicature as "the logical conclusion of a communication and the common background of knowing between the speaker and the hearer" (p.91).

The researcher used Grice's theory of implication because this thesis focuses on advertising language, specifically the implicit messages the speaker tries to convey to the audience to encourage demand for a product. The implication is " what a speaker can imply, suggest, or mean, as distinct from what the speaker literally says " (p.7).

2.4. Previous studies

Hidayati (2009) addresses presuppositions in outdoor advertising slogans. Existential presupposition accounted for 55% of all presuppositions in 20 advertising slogans. 30% of presuppositions are lexical, followed by 15% factual. His investigation shows that all utterances or words contain presuppositions as their underlying meaning.

Hikmah (2017) studies Indonesian TV ads' presuppositions. Based on Yule's hypothesis, he detected presumptions in Indonesian TV ads. Existential, structural, and counterfactual presuppositions are utilized in Indonesian TV commercials. In English ads, he detected eight existential presuppositions, one structural presupposition, and three counterfactual presuppositions.

Wang (2018) examines the framework of cosmetic advertising presuppositions. His study focused on Lancôme's advertising language. He also studied pragmatic presupposition in advertising. He found that pragmatic presuppositions made cosmetic ads more concise, compelling, and attractive.

Tryana and Satelah (2018) analyzed Jakarta Post advertising slogans. They discovered five distinct categories and three distinct functions of presuppositions in the advertisement: existential presuppositions, factive presuppositions, lexical presuppositions, structural presuppositions, and non-factive presuppositions. The presupposition acts as implied competition, encouraging readers to examine the product or service and shortening memorable ads.

The similarities between the previous researches and this research were the theory that used from George Yule and the approach was pragmatics approach. The difference, however, is that the previous researches employed traditional advertisements, particularly newspapers or TV advertisement, whereas this study used website advertisements as the research object.

3. Methodology

3.1. Research design

This study is a descriptive research in which the researcher applies qualitative and quantitative approaches to collect and analyze the data.

3.2. Data

For this study, the researcher collected 34 advertisement scripts from four internationally renowned smartphone companies. In particular, eight advertisements from Apple Inc., five advertisements from Samsung, eleven advertisements from Vivo, and ten advertisements from Xiaomi between January and December 2021. The total amount of words is 35,761, while the average number of words per advertisement is 1,052 words.

3.3. Research instrument

The primary instrument utilized in this study is the researcher herself. In particular, the researcher is responsible for data collection, analysis, interpretation, and reporting. In addition, the researcher utilized note-taking as a research instrument to aid in the data collection and classification process.

3.4. Data collection procedure

First, the researcher collected advertisements related to the introduction of Smartphone Companies and the new features of Smartphone products on the official websites of four international smartphone companies, namely, Apple Inc, Samsung Electronics, Vivo and Xiaomi. Then the text of the English advertisements consisting of types of presuppositions was identified.

The researcher used the theory from Yule (1996) to classify the data based on the types. She then interpreted the types of presupposition from each sentence in the advertisement.

Finally, the researcher concentrated on identifying the most prevalent types of presupposition in this step by counting each type of presupposition and converting the occurrences into percentages.

3.5. Data analysis procedure

Step one: Classifying & Tabulating

In the step, the researcher used the theory from Yule (1996) to classify types of presupposition. Then, the number of presuppositions are presented in Tables for illustrations.

Step two: Evaluating

The researcher concentrated on identifying the most prevalent types of presupposition in this step by counting the occurrence from each type of presupposition and converted the occurrences into percentage.

Step three: Drawing conclusion

After the three steps had been accomplished, now the writer came up to the last step, which is drawing conclusions for her study. The conclusion is based on the result of the analyzed data.

4. Findings and discussions

4.1. Types of presuppositions found in advertisements of smartphones

Based on the analysis result, there are four types of presuppositions found in 34 advertisements. They are existential presupposition, factive presupposition, lexical presupposition, and non-factive presupposition. On the other hand, counterfactual presupposition and structural presupposition are absent from the data.

4.1.1. Existential presupposition

Example [4] (1)

Make Every Day Epic with Samsung Galaxy S21 and Galaxy S21+.

The advertisement writer presupposes that there is the existence of Samsung Galaxy S21 and Galaxy S21+

Example [4] (2)

OPPO believes that prosperity of the Android ecosystem will lead to long-term success of the company and the industry.

It is presupposed that there is the existence of Android ecosystem.

4.1.2. Factive presupposition

Example [4] (03)

Apple today announced iOS 15, a major update with powerful features that enhance the iPhone experience.

It is presupposed that Apple has just released iOS 15 as a new upgrade to improve the experience for users.

4.1.3. Lexical presupposition

Example [4] (4)

The first smartphones to support the technology are coming, starting with the Find X3 Pro from OPPO.

The sender presupposes that the Find X3 Pro is the first smartphone to support the technology being discussed.

Example [4] (5)

iOS 15 makes FaceTime calls more natural...

It is presupposed that Face time feature has been designed very well with previous Apple operating systems; however, the release of iOS 15 will make this function much better.

4.1.4. Non-factive presupposition

Example [4] (6)

Imagine if that alert was a symphony, rather than a beep or a screech. With Find X3 Pro, imagination is reality.

The advertiser used the non-factive verb “image” to emphasize that the sound of alert is often a beep or a screech and the symphony is only in the imagination of users, however, Find X3 Pro will make your imagination come true.

4.2. The frequency of presupposition types

4.2.1. General findings

Table 4.1. The total frequency of presupposition types

No	Types of Presupposition	Frequency	Percentage
1	Existential Presupposition	1404	72.37%
2	Factive Presupposition	34	1.75%
3	Lexical Presupposition	501	25.83%
4	Non- Factive Presupposition	1	0.05%
= Total		2328	1940

The existential presupposition is the most popular type of presupposition. To be more precise, the frequency of occurrence of the existential presupposition accounts for 72.37% of the total presuppositions.

Next, the second most-used type of presupposition is the lexical presupposition. Of the data gathered, the frequency of occurrence of the lexical presupposition was 25.83% in the four smartphone companies' advertisements.

The third most-used type is the factive presupposition. This type of presupposition appeared in the advertisements of four international smartphone companies, with 1.75%.

Non- factual presupposition is the least prevalent type of presupposition observed in this investigation. This type of presupposition is only found in the advertising of the smartphone company Vivo. In particular, only one sentence specifically belongs to the eleven advertisements for the Vivo company.

4.2.2. Findings according to each brand/company

Apple Inc.

According to the statistics, the existential presupposition appears most frequently in Apple Inc.'s advertising. It is especially prevalent in the most recent advertisement titled "Apple unveils iPhone 13 Pro and iPhone 13 Pro Max - more pro than ever." In particular, the Existential presupposition appeared 61 times out of the 162 listed in the data. The advertisement's content relates to the release of the iPhone 13 Pro and iPhone 13 Pro Max. Existential presupposition was prominently used in this advertising to help readers assume the product's existence, in this case, iPhone 13 Pro and iPhone 13 Pro Max, and its improved features. Specifically, advertisement writers tended to employ proper nouns to update some of the new functions' capabilities, such as iOS 14.5, 5G, IP67, etc. The existential presupposition is also present in possessive constructions, typically activated by possessive pronouns. For example, in advertising, our most pro iPhone line, our best display ever, our camera system, etc. presuppose the existence of the iPhone 13 Pro and iPhone 13 Pro Max's iPhone line, display, and camera system. In addition to existential presupposition, the author has extensively used lexical presupposition in their adverts to describe new upgrade features from the previous generation. The frequency of occurrence of the word lexical presupposition accounts for approximately one-third of all presuppositions, according to the data collected. Specifically, similar to existential presupposition, it can be found in the fourth advertisement the most commonly. For example, with the phrase "more pro than ever before" in "Apple unveils iPhone 13 Pro and iPhone 13 Pro Max - more pro than ever before", it is assumed there are no other pro smartphones in Apple Inc. brand compared to iPhone 13 Pro and iPhone 13 Pro Max. With the belief that "facts speak louder than words," Apple Inc. also considers factual

presumption an essential promotional strategy. Specifically, Apple Inc.'s copywriters used factual verbs such as "claim, matter, commit, and know" to persuade prospective buyers to purchase their goods. For example, in the sentence "5G on iPhone boasts improved speeds for faster downloads and uploads, higher-quality video streaming, more responsive gaming, real-time interactivity in apps, FaceTime in high definition, and more," the advertisers used the verb "boast" to indicate that the speeds for downloads and uploads, the video quality, and the interactivity are valued and well-known.

Samsung Electronics

According to statistics provided by Samsung Electronics, the existential presupposition appears most often in the seventh advertisement titled "The Next Chapter in Mobile Innovation: Unfold Your World with Galaxy Z Fold3 5G and Galaxy Z Flip3 5G." 107 of the 334 total presuppositions found in the data are existential presuppositions. This advertisement emphasizes the release of two new smartphones, the Galaxy Z Fold3 5G and the Galaxy Z Flip3 5G. The writer emphasizes the presence of new components and features in this advertising by employing proper nouns such as IPX84 water resistance, S Pen, Remote Test Lab (RTL), and Samsung Care +24 safeguards. In addition, the author used definite articles (e.g., the first-ever S Pen2, the latest powerful 5nm AP, the Super Smooth 120Hz adaptive refresh rate, etc.) and possessives (Samsung's smallest and lightest earbuds, Samsung's new Labs19 feature, Microsoft Outlook's dual-pane mode, etc.) to emphasize the product's enhanced features in comparison to its predecessors. In addition, the Samsung Company's advertising included lexical triggers such as "(than) ever, now, more, available, come, anymore and so on." as part of a strategy to promote new generational upgrades. For example, based on the sentence "No need to miss an important moment anymore because of low lighting," readers may infer they have always been concerned about low lighting when purchasing Smartphone products in a market. The phrase "anymore" clarifies the situation. The copywriter may choose to emphasize that low lighting has always been a worry for consumers and that their problem will be handled with the Galaxy Z Fold3 5G and Galaxy Z Flip3 5G. In addition, to urge consumers to acquire the advertised products, the advertisement writer for the Samsung Company used factual triggers to persuade people that the advertisement's claims were accurate. Using verbs such as "matter, discover, commit, proud, and boast," advertisements can supply readers with real information about their products. By reading the word "proud" in the statement "As a pioneer and industry leader in the foldable category, we're happy to expand on our record of innovation with the Z Fold3 and Z Flip3," readers implicitly assume that the Z Fold3 and Z Flip3 are Smartphones in the foldable category.

Vivo

The eleventh advertisement, "OPPO Launches Find X3 Pro — World First Full-path Billion Color Smartphone with Dual-flagship Billion Color Cameras," has the most significant number of existential presuppositions. There are 92 existential presuppositions out of a total of 239, to be exact. The main topic of this advertisement is the debut of the new camera-equipped smartphone Find X3 Pro. In this advertisement, the company's copywriters succeed in directly introducing smartphone devices in this advertisement. They mainly utilized proper nouns (e.g., A+ DisplayMate certification, DSLRs, System Cloner, and ColorOS 11.2) and definite articles (e.g., the ceramic-like finish, the microscopic beauty, the camera shutter) to refer to the product's

new applications and structural characteristics. In addition, the advertisement copywriter used demonstrative pronouns, such as this upgrade or these upgraded features, to indicate to buyers that their new product has enhanced capability. In addition, the Vivo corporation employs lexical presupposition to explain the product's enhanced qualities compared to its predecessor by using lexical triggers such as "after, continue, reach, the most, introduce, up to," etc. For instance, "The OPPO Find N comes with the Qualcomm® Snapdragon™ 888 Mobile Platform, as well as up to 12 GB of LPDDR5 RAM," makes it apparent that advertisers have used the phrase "up to" to indicate that The OPPO Find N's LPDDR5 RAM previously did not reach 12GB, but now does. In addition, Vivo has used factual triggers to improve the quality perception of its smartphone products among potential customers. They utilized verbs such as "delight, honor, glad, and so on" For instance, with the word "glad" in the sentence "We are glad to have Google as a long-term partner as we have had successful collaborations over the years, including working together to guarantee ColorOS keeps up with the latest version of Android" the advertiser could imply that Vivo company has collaborated effectively with a well-known technology company, Google. From that point forward, the readers' confidence in selecting Vivo's items would increase. In addition, the Vivo company used non-factual presupposition to indirectly express its products' unique qualities. Copywriters utilize the non-factive verb "image" in the following sentence: "Imagine if that alert was a symphony, rather than a beep or a screech. With Find X3 Pro, imagination is reality" to underline that the sound of alert is typically a beep or a screech and the symphony only exists in the user's imagination; nevertheless, Find X3 Pro will make your imagination a reality.

Xiaomi

The existential presupposition is the most featured in the twenty-first advertisement titled "Introducing Mi Mix Fold, Xiaomi's first foldable smartphone." In particular, it accounts for 58 of the total 363 presuppositions in the data. This advertisement describes the launch of the Xiaomi Mi Mix Fold smartphone. In addition to using definite articles (such as the sound system, the symmetrically designed dual 1216 speakers, the Surge C1 processor, etc.) to implicitly mention the existence of the internal structure of the products. Advertisers primarily employed possessives (e.g., Xiaomi's Surge C1 ISP, Xiaomi's own Surge C1 Image Signal Processor, Xiaomi's own color calibration algorithm, etc.) to prompt prospective customers to consider the existence of their unique features. In addition, Xiaomi utilized lexical presuppositions to underline the superior attributes of the product in comparison to its predecessors. The copywriters utilized the phrases "come, available, more, enhance, alter, up to, etc." For instance, with just the word "boosts" in the sentence "For better cellular speeds and signal strength, Xiaomi MIX 4 boosts interior antenna performance by using a unique metal case as an antenna amplifier," readers might have assumed that the antenna performance of the Xiaomi company's previous products was average, but that the antenna performance of the new Xiaomi Mix 4 product has been significantly improved. Advertisements featured factual verbs such as "boast, please, realize, etc." to demonstrate that the preceding information was accurate. For example, consider the phrase "Mi 11 Ultra is not only a real pocket-sized film studio, but also a premium flagship with all the features required to satisfy even the most demanding power user." The copywriters used the word "please" to emphasize that the Mi 11 Ultra flagship can satisfy all consumer types.

5. Conclusions

In a nutshell, there were 1404 existential presuppositions, 34 factive presuppositions, 501 lexical presuppositions and one non-factive presupposition in the total 34 advertisements from four international smartphone companies. Besides, the existential presupposition is the most prevalent presupposition type across the four companies' advertisements. Specifically, the advertisements used existential triggers to convince readers of the product's existence or its qualities or features.

By analyzing the linguistic strategies utilized in online advertisements in English, the research demonstrates a variety of attention-generating linguistic devices used in advertising messages to generate interest and convey information. In particular, they are also utilized to increase a product's or service's desirability to motivate customers to act immediately. Therefore, it can be said that the language of online advertising is persuasive, attempting to influence potential customers' attitudes and purchasing behaviors when compared to traditional advertising.

Moreover, the researcher found the way to assist readers in understanding advertisements. According to this study, companies employ existential presupposition in advertisements. Advertisers use this method to convince consumers that product features, services, and quality are real and present. Most consumers cannot tell if an ad's presumption is true or untrue. Consumers do not want to spend time verifying ad accuracy. Therefore, they sometimes are cheated by the assumption and attempted to acquire the goods in the notion that it is of high quality. So, customers should double-check the facts in advertisements.

References

- Christie, C. (2000). *Gender and language. Towards a feminist pragmatics*. Edinburgh: Edinburgh University Press.
- Crystal, D. (1985). *A Dictionary of linguistics and phonetics. 2nd edition*. Oxford: Blackwell.
- Gazdar, G. (1979). *Pragmatics: Implicature, presupposition and logical form*. New York: Academic Press.
- George, Y & Gillian, B. (1983). *Discourse analysis*. Cambridge: Cambridge University Press.
- Hikmah, S. N. (2017). Analysis of language presupposition in Advertisements of TV Channels in Indonesia [Unpublished doctoral dissertation]. University Makassar.
- Kotler, P. & Armstrong, G. (2010). *Principles of marketing. (13th ed.)*. Chicago, Illinois: Pearson Education.
- Levinson, S. (1983). *Pragmatics*. New York: Cambridge University Press.
- Pikas, B., & Sorrentino, G. (2014). The effectiveness of Online advertising: Consumer's Perceptions of Ads on Facebook, Twitter and YouTube. *Journal of Applied Business and Economics*, 16(4), 70-81.
- Richardson, J. E. (2007). *Analyzing newspapers: An approach from critical discourse analysis*. New York: Palgrave Macmillian.
- Wang, J. (2018). An Analysis on pragmatic presupposition in Cosmetic advertising language of Lancome. *Advances in Social Science, Education and Humanities Research*. Atlantis Press.
- William F. Bovee, Courtland L. And Arens. (1992). *Contemporary advertising*. New York: McGraw-Hill Education.

KHÁM PHÁ CÁC TIỀN GIÁ ĐỊNH TRONG QUẢNG CÁO ĐIỆN THOẠI THÔNG MINH CỦA CÁC CÔNG TY QUỐC TẾ

Tóm tắt: Bài báo này nghiên cứu các tiền giả định được sử dụng trong các quảng cáo trực tuyến của bốn công ty điện thoại thông minh quốc tế. Đặc biệt, nó nhằm mục đích xác định và tìm ra loại tiền giả định phổ biến nhất được tìm thấy trong các quảng cáo điện thoại thông minh của mỗi công ty dựa theo lý thuyết của Yule. Nghiên cứu này áp dụng các phương pháp tiếp cận định tính và định lượng để thu thập và phân tích dữ liệu. Dữ liệu của nghiên cứu này là 25 bài quảng cáo liên quan đến việc ra mắt điện thoại thông minh mới hoặc các tính năng của chúng được công bố trên trang NEWSROOM của bốn công ty điện thoại thông minh, cụ thể là Apple Inc., Samsung Electronics, Vivo và Xiaomi, trong khoảng thời gian từ tháng 1 đến tháng 12 năm 2021. Kết quả cho thấy tiền giả định tồn tại là loại tiền giả định phổ biến nhất được tìm thấy trong các quảng cáo trên điện thoại thông minh của mỗi công ty. Cụ thể, có 1940 tiền giả định, trong đó 1404 tiền giả định, 34 tiền giả định, 501 tiền giả từ vựng và một tiền giả định không có trong 25 quảng cáo. Hơn nữa, hàm ý giúp người đọc tiếp cận quảng cáo với nhiều kiến thức hơn được cung cấp ở phần cuối của nghiên cứu.

Từ khóa: Ngữ dụng, tiền giả định, các loại tiền giả định, quảng cáo, trang web tòa soạn