

Analysis Of Presupposition And Its Function In Advertisement

This study was carried out to see how pragmatic ambiguity is handled by the English non-native writer of formal letters by analysing the pragmatic strategies of politeness, implicature, and presupposition in the propositions of the letters realised through speech acts, simultaneously looking at how strongly, in terms of quantity and quality, they are manifested in the selected written communication. This study was to prove that pragmatics processes are manifested just as strongly in the most restricted and formal form of written communication despite its basic notion being conversation. This study which is situated in the larger framework of discourse analysis analysed 100 written documents from three different institutions of higher learning, which are dated from 2004 to 2007. Letters are written by Malaysians to Malaysians in English. They are written by and sent to both academic and non-academic staff. These letters may come in paper or electronic forms (e.g., the e-mail). The pragmatic components were analysed by looking at the frequency of occurrences. The results indicated that the amalgamation of politeness, presupposition and implicature are strongly manifested in letters that are dyadic and restricted in nature. These pragmatic strategies are handled by the writers through their linguistic choices that are centered towards politeness dictated by distance, familiarity, and intention of the addresser/ addressee of the letters. Some linguistic choices that determine politeness are seen to be typified in certain situations or actions as they are taken as accepted social rules. Though the linguistic choices are centred towards politeness, the presupposition triggers and implicatures show that the 'what' is somehow more critical in letters than the 'how' to suit with the nature of letters in being economical. Thus pragmatic considerations are just as abundant in writing as they are in spoken. Readers, just like hearers, would still have to make inferences of the writer's intention, to maximise their understanding of all the intended messages in the letter, be they direct or indirect.

The essays in this volume concern the points of intersection between analytic philosophy and the philosophy of the exact sciences. More precisely, it concern connections between knowledge in mathematics and the exact sciences, on the one hand, and the conceptual foundations of knowledge in general. Its guiding idea is that, in contemporary philosophy of science, there are profound problems of theoretical interpretation-- problems that transcend both the methodological concerns of general philosophy of science, and the technical concerns of philosophers of particular sciences. A fruitful approach to these problems combines the study of scientific detail with the kind of conceptual analysis that is characteristic of the modern analytic tradition. Such an approach is shared by these contributors: some primarily known as analytic philosophers, some as philosophers of science, but all deeply aware that the problems of analysis and interpretation link these fields together.

This volume is a comprehensive collection of critical essays on *The Taming of the Shrew*, and includes extensive discussions of the play's various printed versions and its theatrical productions. Aspinall has included only those essays that offer the most influential and controversial arguments surrounding the play. The issues discussed include gender, authority, female autonomy and unruliness, courtship and marriage, language and speech, and performance and theatricality.

File Type PDF Analysis Of Presupposition And Its Function In Advertisement

The analysis of biblical rhetoric has been developed only in the last 250 years. The first half of this book outlines the history of the method known as rhetorical analysis in biblical studies, illustrated by numerous texts. The work of Lowth (who focused on 'parallelism'), Bengel (who drew attention to 'chiasmus'), Jebb and Boys (the method's real founders at the turn of the nineteenth century) and Lund (the chief exponent in the mid-twentieth century) are all discussed, as is the current full blooming of rhetorical analysis. The second half of the book is a systematic account of the method, testing it on Psalms 113 and 146, on the first two chapters of Amos, and many other texts, especially from Luke. Translated by Luc Racaut.

This book, which has been written for linguists and philosophers working in the field of semantics, deals with presupposition and its dependence on context.

The purpose of this work is to characterize the problem of semantic presuppositions generated by definite descriptions in subject-position in the light of a reassessment of the semantic framework of the Russell/Strawson controversy and analyze what would be the early and the later Wittgenstein's solution to such a problem. In the first part, the Russell/Strawson controversy is characterized. On the basis of Strawson's account, a general concept of semantic presupposition against which other theories may be tested is constructed. This allows the formulation of the problem above mentioned. Further analysis of the accounts involved reveals that Frege's concept of a 'semantic prerequisite' generated by definite descriptions in subject-position is an instance of the general concept. But Frege also held the view that simple proper names do not generate semantic prerequisites. The Fregean referential dualism suggests that the Russell/Strawson controversy, as far as only these authors' accounts are involved, is undecidable at the purely semantic level. This is the semantic framework against which Wittgenstein's philosophies are tested in the second part. The "Tractatus" adopts a modified version of the Russellian Theory of Descriptions. Even so, the Tractarian account seems to be ultimately equivalent to Russell's. Further analysis reveals that the doctrine of simple signs in isolation, but not its conjunction with the picture theory, is consistent with the general concept of semantic presupposition. The "Investigations" adopts the programmatic principle of searching for the use of the words. But the question about the 'referring use' of descriptions in a specific language-game is consistent with, and in the spirit of, the "Investigations". The framework of the question involves the appeal to the Kripkean notions of 'semantic referent' and 'speaker's referent'. The analysis of the referring use in the language-game of reporting an event reveals that the later Wittgenstein tends to reject the semantic concept of presupposition. Further analysis reveals that he would tend to reject Russell's Theory of Descriptions and most of the variants of the pragmatic concept. The analysis seems to confirm that the Russell/Strawson dispute is idle at the purely semantic level. Even so, the later Wittgenstein's account of language is such that it is possible to imagine some particular language-games in which relationships occur that bear some analogies with the one of semantic presupposition.

This book attempts to explore presupposition as one of the most influential pragmatic notions. It presents a detailed discussion of presupposition and its relation with philosophy, logic, syntax, Gricean theory, speech act theory as well as entailment. Moreover, the book endows with a detailed analysis of semantic conception and pragmatic characterization of presupposition. Various presupposition-triggers are studied with appropriate illustrations. Properties of presupposition such as defeasibility, detachability, behavior under negation and so on, are highlighted in this book. Apart from this, projection problem is discussed with reference to cumulative hypothesis as well as presuppositional grammar. I hope that the book will prove extremely useful to the researchers in Pragmatics all over the world.

In a critical analysis of the assumptions underlying experimental psychology, Pertti Saariluoma urges social scientists to reflect upon their

File Type PDF Analysis Of Presupposition And Its Function In Advertisement

procedures and methodology. He has revisited the philosophy of science to find a new way of applying its methods to psychology. Foundational Analysis shows how it is possible to analyze existing methodological arguments and find loopholes in them, and raises new issues for the rationale behind empirical technique. It will be of interest to researchers and students in cognitive science and other social sciences, and the philosophy of science.

Formal Pragmatics addresses issues that are on the borderline of semantics and pragmatics of natural language, from the point of view of a model-theoretic semanticist. This up-to-date resource covers a substantial body of formal work on linguistic phenomena, and presents the way the semantics-pragmatics interface has come to be viewed today.

Undoubtedly, presupposition theory is a major chapter in the success story of dynamic semantics. This book features papers on this topic based on a conference on "Presupposition" convened in Stuttgart in October 2000.

Pragmatics, Formal Theory and the Analysis of Presupposition Pragmatics, Formal Theory, and the Analysis of Presupposition An Analysis of the Usage and Effect of Presupposition and Entailment in Isaac Marion's Novel "Warm Bodies"

This collection of essays grew out of the workshop 'Existence: Semantics and Syntax', which was held at the University of Nancy 2 in September 2002. The workshop, organized by Ileana Comorovski and Claire Gardent, was supported by a grant from the Réseau ? de Sciences Cognitives du Grand Est ('Cognitive Science Network of the Greater East'), which is gratefully acknowledged. The ?rst e- tor wishes to thank Claire Gardent, Fred Landman, and Georges Rebuschi for encouraging her to pursue the publication of a volume based on papers presented at the workshop. Among those who participated in the workshop was Klaus von Heusinger, who joined Ileana Comorovski in editing this volume. Besides papers that developed out of presentations at the workshop, the volume contains invited contributions. We are grateful to Wayles Browne, Fred Landman, Paul Portner, and Georges Rebuschi for their help with reviewing some of the papers. Our thanks go also to a Springer reviewer for the careful reading of the book manuscript. We wish to thank all the participants in the workshop, not only those whose contributions appear in this volume, for making the workshop an int- active and constructive event. Ileana Comorovski Klaus von Heusinger vii ILEANA COMOROVSKI AND KLAUS VON HEUSINGER INTRODUCTION The notion of 'existence', which we take to have solid intuitive grounding, plays a central role in the interpretation of at least three types of linguistic constructions: copular clauses, existential sentences, and (in)de?nite noun phrases.

This text focuses on the shared Pacific West political arena of Washington State and the province of British Columbia, but has many implications for comparison drawn at the national level. Using multiple methodologies, the book reports the results of investigative differences in the two countries, including political cultures and public preferences in three major areas of public policy: native claims, immigration, and forest resource management.

Seminar paper from the year 2015 in the subject English Language and Literature Studies - Literature, grade: 3,0, University of Wurzburg (Universitat), course: Semantics, language: English, abstract: This paper is going to deal with the usage and effects of 'presupposition' and 'entailment' with regard to the emergence of these semantic theories in Isaac Marion's novel Warm Bodies. For this purpose, the following will be subdivided into two main parts. The first one will be an introductory part in which every tool and term that is to be used will be spelled out. The first chapter is going to deal with 'truth values' and 'truth conditions'. The terms 'truth condition' and 'truth value', as well as the meaning of 'priori' and 'posteriori' truth are going to be pointed out in order to show the relations of the theory of 'truth' with the ones of 'entailment' and 'presupposition'. The second chapter is going to analyze 'presuppositions' and its main ideas. For this purpose, the chapter is going to begin

with a proper definition of this theory. It is to be pointed out what 'presuppositions' are, how they are used and how the many possible 'presuppositions' can be distinguished from one another in general by their triggers. In order to do so, this is going to be followed by an explanatory part about 'presupposition triggers', including which these triggers are and how they are used, as well as some examples. The third chapter is going to examine the semantic theory of 'entailment' and its main ideas. At first, it will be pointed out what 'entailment' means by using a truth-based definition by John I. Saeed. In order to explain how this semantic theory works, this paragraph will also include some examples, as well as a short excursion to 'hyponymy', since this is a regular source for entailment between sentences. Furthermore, the so called 'truth table' will be introduced in order to improve the accessibility of the theory by visualizing it. The second part is going to be "This volume provides insight into linguistic pragmatics from the perspective of linguists who have been influenced by philosophy. Theory of Mind and perspectives on point of view are presented along with other topics including: semantics vs. semiotics, clinical pragmatics, explicatures, cancellability of explicatures, interactive language use, reference, common ground, presupposition, definiteness, logophoricity and point of view in connection with pragmatic inference, pragmemes and language games, pragmatics and artificial languages, the mechanism of the form/content correlation from a pragmatic point of view, amongst other issues relating to language use. Relevance Theory is introduced as an important framework, allowing readers to familiarize themselves with technical details and linguistic terminology. This book follows on from the first volume: both contain the work of world renowned experts who discuss theories relevant to pragmatics. Here, the relationship between semantics and pragmatics is explored: conversational explicatures are a way to bridge the gap in semantics between underdetermined logical forms and full propositional content. These volumes are written in an accessible way and work well both as a stimulus to further research and as a guide to less experienced researchers and students who would like to know more about this vast, complex, and difficult field of inquiry.

The formal treatment of the semantics and pragmatics of dialogue became possible through a series of breakthroughs in foundational methodology. There is broad consensus on a couple of issues, like the fact that some variety of dynamic theory is necessary to capture certain characteristics of dialogue. Other matters still are disputed. This volume contains papers both of foundational and applied orientation. It is the result of one of a series of specialized Workshops on Formal Semantics and Pragmatics of Dialogue that took place in 2001. One can therefore truly say that it mirrors both the state of the art at the end of the past millennium and research strategies that are pursued at the beginning of the new millennium. The collected papers cover the range from philosophy of language to computer science, from the analysis of presupposition to investigations into corpora, and touches upon topics like the role of speech acts in dialogue or language specific phenomena. This broad coverage will make the volume valuable for students of dialogue from all fields of expertise.

The book is a kind of discourse analysis. The author has applied Pragmatic concepts like Cooperative Principle, Conversational Implicature and Presupposition to the plays of Harold Pinter, as well as other discourses. It has been found that these concepts can be fruitfully utilized to analyze the absurd plays. These notions have proved really useful techniques to bring out the implied meaning from the seemingly meaningless dialogues in Pinter's plays. His plays are marked with failure of communication, non-communication, meaningless utterances as well as silences and pauses. Common reader of literature finds it difficult to comprehend this kind of discourse. At this juncture, the author has found that application of pragmatic concepts to these plays is helpful in proper comprehension of Pinteresque style. Moreover, the author has tried to analyze advertising discourse by applying the notion of Presupposition. The book contains articles focusing on the theatre of the absurd and pragmatic analysis. The book will be of immense use to the students and researchers in the field of Pragmatics and Pragmatic

File Type PDF Analysis Of Presupposition And Its Function In Advertisement

Analysis.

This book presents the joint post-proceedings of five international workshops organized by the Japanese Society for Artificial Intelligence, during the 19th Annual Conference JSAI 2005. The volume includes 5 award winning papers of the main conference, along with 40 revised full workshop papers, covering such topics as logic and engineering of natural language semantics, learning with logics, agent network dynamics and intelligence, conversational informatics and risk management systems with intelligent data analysis.

Encompasses a variety of topics under the umbrella of pragmatic meaning and cognition. This includes theoretical perspectives on pragmatic meaning. Deixis, speech acts and implicature are also covered.

This collection of papers addresses context-dependence and methods for dealing with it. The book also records comments to the papers and the authors' replies to the comments. In this way, the contributions themselves are contextually dependent. It represents an inquiry into the activities on the semantics side of the pragmatics boundary.

This volume in honour of Eep Talstra focusses on the function of tradition in the formation and reception of the Bible, and the role of the innovations brought about by ICT in reconsidering existing interpretations of texts, grammatical concepts, and lexicographic practices.

This highly successful text has long been considered a standard introduction to the practical analysis of English sentence structure. As in previous editions, key concepts such as constituency, category and function are carefully explained as they are introduced. Tree diagrams are used throughout to help the reader visualise the hierarchical structure of sentences. The final chapter sets the analysis in the context of generative grammar. In this third edition, *Analysing Sentences* has been thoroughly revised. It has an attractive new layout, more examples, clearer explanations and summaries of major points. A major change concerns the analysis of auxiliary verbs, which has been revised to bring it more in line with current thinking. Clear development from chapter to chapter, together with the author's accessible style, make this book suitable for readers with no previous experience of sentence analysis. A practical and reader-friendly text, it includes many in-text exercises and end-of-chapter exercises, all with answers, and Further Exercises, making it suitable for self-directed study as well as for taught courses. Noel Burton-Roberts is Professor of English Language and Linguistics at Newcastle University. He is the author of *The Limits to Debate: a Revised Theory of Semantic Presupposition* (CUP 1989), the editor of *Phonological Knowledge: Conceptual and Empirical Issues* (OUP 2000) and *Pragmatics* (Palgrave, 2007), and the author of numerous articles on various aspects of linguistics and the English language.

Provides articles on individual philosophers, branches of philosophy, and topics that have surfaced recently in academic programs, including feminist philosophy, terrorism, and national and religious philosophies.

In *The Dynamics of Meaning*, Gennaro Chierchia tackles central issues in dynamic semantics and extends the general framework. Chapter 1 introduces the notion of dynamic semantics and discusses in detail the phenomena that have been used to motivate it, such as "donkey" sentences and adverbs of quantification. The second chapter explores in greater depth the interpretation of indefinites and issues related to presuppositions of uniqueness and the "E-type strategy." In Chapter 3, Chierchia extends the dynamic approach to the domain of syntactic theory, considering a range of empirical problems that includes backwards anaphora, reconstruction effects, and weak crossover. The final chapter develops the formal system of dynamic semantics to deal with central issues of definites and presupposition. Chierchia shows that an approach based on a principled enrichment of the mechanisms dealing with meaning is to be preferred on empirical grounds over approaches that depend on an enrichment of the syntactic apparatus. *Dynamics of Meaning* illustrates how seemingly abstract stances on

the nature of meaning can have significant and far-reaching linguistic consequences, leading to the detection of new facts and influencing our understanding of the syntax/semantics/pragmatics interface.

Those aspects of language use that are crucial to an understanding of language as a system, and especially to an understanding of meaning, are the acknowledged concern of linguistic pragmatics. This textbook provides a lucid and integrative analysis of the central topics in pragmatics - deixis, implicature, presupposition, speech acts, and conversational structure. A central concern of the book is the relation between pragmatics and semantics, and Dr Levinson shows clearly how a pragmatic approach can resolve some of the problems semantics have been confronting and simplifying semantic analyses. The exposition is always clear and supported by helpful exemplification. The detailed analyses of selected topics give the student a clear view of the empirical rigour demanded by the study of linguistic pragmatics, but Dr Levinson never loses sight of the rich diversity of the subject. An introduction and conclusion relate pragmatics to other fields in linguistics and other disciplines concerned with language usage - psychology, philosophy, anthropology and literature.

[Copyright: a7fa8de2d7c5a0030f2230628680cdcb](#)