

# Functions of Pragmatic Presuppositions in Advertisements: Promoting Cosmetics on Instagram

Siming Li<sup>1</sup>

<sup>1</sup> School of English for International Business, Guangdong University of Foreign Studies, Guangdong, China

Correspondence: Siming Li, School of English for International Business, Guangdong University of Foreign Studies, Guangdong, China.

Received: December 5, 2022

Accepted: January 5, 2023

Online Published: January 27, 2023

doi:10.11114/ijecs.v6i1.5897

URL: <https://doi.org/10.11114/ijecs.v6i1.5897>

## Abstract

Presuppositions as pragmatic strategies have been a much-discussed topic, yet there need to be more studies on the pragmatic presupposition in advertisements on social media platforms. The present study explores the distribution and functions of different types of presuppositions in cosmetics advertisements on *Instagram* to fill the gap. Fifty advertisements posted by the ten most-followed beauty brands on *Instagram* were chosen as samples. It is found that advertisers prefer fact presupposition over other types of presuppositions since it is helpful when it comes to persuading customers to buy a particular product. This paper contributes to studies on presuppositions in ads on social media platforms and advances our understanding of the functions of pragmatic presuppositions.

**Keywords:** presuppositions, advertisements, social media, *Instagram*

## 1. Introduction

The concept of presupposition is rooted in philosophy and can be divided into semantic and pragmatic presupposition. Semantic presuppositions are commonly understood in terms of a sentence's truth condition (or meaningfulness). Pragmatic presuppositions concern the relationship between the speaker and the appropriateness of a sentence in a context (Levinson, 1983). To presuppose something pragmatically as a speaker is to take its truth for granted and to assume that the audience does the same (Karttunen, 1973; Stalnaker, 1973, 1974). Pragmatic presuppositions are, in this sense, related to the common ground.

Advertising is the non-personal communication of information, usually paid for and usually persuasive (Bovee & Arens, 1989). The persuasive nature of advertisements has interested scholars of different fields, among which linguists have made a fair share of contributions from the perspective of pragmatics and focused on linguistic devices such as metadiscourse and presupposition. Since advertisements aim to subtly stimulate the customers' desire to purchase a particular product, properly using presuppositions is a linguistic strategy to achieve this goal (Zeng, 2015). Hardin (2001) stated that violation of Grice's Maxims is a key pragmatic strategy in effecting ad persuasion. It allows the advertiser to communicate more than what is said. Likewise, presuppositions can also be a critical pragmatic strategy in ads since they refer to the additional meaning that is not explicitly stated, but that is communicated.

The present study explores the distribution and functions of different types of pragmatic presuppositions in advertisements by looking into cosmetics advertising texts on *Instagram*. Theoretically, this paper complements studies on the role presuppositions play in advertisements. Practically, this study may shed some light on the pragmatic strategies in advertisements and provide consumers with a better understanding of advertisements on social media platforms so they can choose wisely when shopping.

## 2. Literature Review

### 2.1 Advertisement: An Overview

At the root of the word "advertisement" is the Latin verb "advertere", meaning "to turn towards" (Goddard, 1998). This demonstrates the significance for advertisements to get people's attention. As for the functions of advertisements, although Crystal & Davy (1983) stated that the two main functions of advertising are informing and persuading, Tanaka (1994) claimed that these two functions are not of equal importance, and that "information is subordinate to persuasion." The primary goal of advertising, therefore, is to persuade.

Ever since social media changed the way corporations promote themselves, marketing on social media platforms has

been the focus of many scholars. Vinerean et al. (2013) did a quantitative analysis of the effects of social media marketing on online consumer behavior. They suggested that determining what online marketing strategy is best for a particular audience leads to success. Specifically, some scholars chose to study *Instagram* advertising. For example, Wally & Koshy (2014) found that *Instagram*-specific marketing strategies were created to ensure brand awareness and customer engagement. The entrepreneurs found *Instagram* in-expensive and user-friendly; it also provided high exposure for their products. Evans et al. (2017) examined the effect of disclosure language in *Instagram*-based influencer advertising, and results indicated that disclosure language featuring “Paid Ad” positively influenced ad recognition, which subsequently interacted with participants’ memory of disclosure and mediated the effect of disclosure language on attitude toward the brand and sharing intention. Belanche et al. (2019) compared the advertising effectiveness between *Instagram* and *Facebook* regarding ad attitude, ad intrusiveness, and loyalty intentions. They found that *Instagram Stories* enhances consumer attitude toward ads and increases perceived intrusiveness, compared to *Facebook Wall*. Nuseir (2020) investigated the growth of advertisements on the four leading social media platforms (*Facebook*, *Twitter*, *Instagram*, *WhatsApp*) and identified businesses’ reciprocal relationships with their customers via these applications. This relationship has been created because customers feel they have an individual space in social media and because the businesses that advertise on social media use personalized messaging to their advantage. It can be concluded that social media platforms, especially *Instagram*, could be an effective tool for product marketing.

## 2.2 Presuppositions

### 2.2.1 Definitions and Categorizations of Presuppositions

Studies on presuppositions have a philosophical origin, as the German philosopher Gottlob Frege (1952) was the first to wrestle with presuppositions’ essence, proposing that a sentence and its negative counterpart share the same set of presuppositions. Although it is an object of intellectual scrutiny outside linguistic fields such as philosophy or logic, presuppositions are essentially a discourse or pragmatic notion (Norrick, 2001). However, it was not until the 1960s that linguists took an interest in presuppositions, and later they started to look at presuppositions from a pragmatic perspective. Stalnaker (1973) claimed that presuppositions are a pragmatic phenomenon and is regarded as the assumptions participants make in a conversation. Assumptions made by participants in a conversation are termed common ground. Yule (1996) defined presuppositions as something the speaker assumes to be the case prior to making an utterance. Speakers, not sentences, have presuppositions. The ultimate goal of most presuppositions is to make a piece of information that the speaker believes appear to be what the listener should believe (Yule, 1996). This definition is adopted in the present study since it serves the research purpose.

The classification of presuppositions varies. Besides the division between semantic and pragmatic presuppositions, there can also be categories of pragmatic and conventional presuppositions. Pragmatic presuppositions are non-linguistic and relates to the context in which the utterance or proposition has been used (Levinson, 1983; Grundy, 1995; Stalnaker, 2000; Norrick, 2001). Speakers/writers unconsciously or consciously make pragmatic presuppositions based on the assumed shared knowledge between them and their addressees. In contrast, conventional presuppositions are linguistic, context-free, and can be encoded and decoded via words and special structures. Definite descriptions, iteratives, factives, and questions are the commonest linguistic means used to provide conventional presuppositions (Grundy, 1995). According to different triggers, Yule (1996) divides presuppositions into six types: factive presuppositions, non-factive presuppositions, counter-factual presuppositions, existential presuppositions, lexical presuppositions, and structural presuppositions. Drawing on consumer psychology, Chen (1998) classified the pragmatic presuppositions he found in advertisements into fact presuppositions, belief presuppositions, state presuppositions, and behavior presuppositions. Therefore, Chen’s classification is adopted in the present study since it serves the research purpose.

### 2.2.2 Presuppositions in Advertisements

Scholars have paid attention to presuppositions in different genres, such as those in news discourse (Bekalu, 2006), political speech (Mazid, 2008), and doctor-patient chronic care consultations (Macagno & Bigi, 2017), among which advertisements remain a much-discussed topic (e.g., Chen, 1998; Bouso, 2012; Tang, 2019; Wang & Amini, 2019), and these studies focus mainly on the types and functions of presuppositions in ads. Bouso (2012) studied presuppositions in food advertisements in magazines and found that presuppositions are a highly frequent strategy in magazine nutritional advertisements. Presuppositions contribute to the conciseness of an advertisement as a form of inferential information (Ge, 2011). With the help of presuppositions, an ad can remain short, the advertiser can spend less, and it is more effective in drawing attention and leaving a deeper impression on people. Presuppositions can also make advertising language euphemistic. In ads, it is sometimes necessary to remind the consumers of the undesirable state they are to sell a particular product that supposedly will change their situation for the better. However, this must be done subtly so that advertisers do not threaten the face of the consumers. This is where presuppositions have a role to play, as it is a subtle

way of achieving persuasion in advertising and influencing consumer behavior. Based on Chen's (1998) study, Wang & Amini (2019) studied presuppositions in cosmetics advertisements and found that factive presuppositions appeared more frequently than others. Besides, Tang (2019) studied the functions of presuppositions in 9 print advertisements of Lancôme and concluded that presuppositions might make the advertisements more persuasive and convincing and serve the purpose of praise or flattery. Also, using presuppositions makes the language of advertisements more concise but rich in content, saving the costs for the advertisers.

In sum, pragmatic presuppositions have been proven effective in making the advertising language persuasive, precise, humorous, implicit, and inviting. However, more attention should be paid to the pragmatic presuppositions in cosmetics advertisements, especially on social media platforms such as *Instagram*. *Instagram* is among the few giant social media platforms that firms tend to rely on, and it has a couple of features that can benefit cosmetics promotion. *Instagram* is a photo and video-sharing platform, and cosmetics ads rely heavily on visuals. In addition, with the try-on filter, *Instagram* users may see what the makeup looks like on their faces, which is vital to the cosmetics shopping experience. Cosmetics ads and *Instagram* appear to be a combination worth looking into that has yet to be closely examined. Thus, this paper attempts to fill this gap by answering the following two research questions:

- 1) What are the characteristics of the distribution of presuppositions present in the sample?
- 2) What are the functions of pragmatic presuppositions in cosmetics advertisements on *Instagram*?

### 3. Data and Method

#### 3.1 Data Source

Fifty samples were directly collected from the *Instagram* posts of the official accounts of the ten most-followed cosmetic brands. The ten brands are Kylie Cosmetics (@kyliecosmetics with 25.9m followers), MAC Cosmetics (@maccosmetics with 24.5m followers), Sephora (@sephora with 21.1m followers), Anastasia Beverly Hills (@anastasiabeverlyhills with 20m followers), NYX Professional Makeup (@nyxcosmetics with 14.6m followers), Too Faced Cosmetics (@toofaced with 12.7m followers), Maybelline New York (@maybelline with 11.5m followers), Urban Decay Cosmetics (@urbandecaycosmetics with 10.7m followers), Morphe (@morphebrushes with 10.4m followers), and Benefit Cosmetics (@benefitcosmetics with 9.9m followers). The samples were selected because these texts contain at least one type of presuppositions identified in Chen's classification (1998). The manual examination was conducted based on the definitions, distinctive features, and examples of presuppositions provided by previous scholars (e.g., Chen, 1998; Zeng, 2015; Wang & Amini, 2019).

The sample should be large enough for quantitative analysis, so a reasonable amount of material should be collected, and 50 advertisements are ideal. The presuppositions in these 50 pieces of cosmetics advertisements were then categorized based on Chen's (1998) classification. This classification was adopted because it is based on a study of advertisements from the perspective of consumer psychology. It serves the purpose of the current research, i.e., identifying the functions of pragmatic presuppositions in advertisements. Then a quantitative method was used to determine the frequency of each type of presuppositions. Finally, the qualitative method was adopted to analyze what role the presuppositions play in these ads.

#### 3.2 Statistics and Data Analysis

From the consumer psychology perspective, Chen (1998) held that there are four types of pragmatic presuppositions in advertisements: fact presuppositions, belief presuppositions, state presuppositions, and behavior presuppositions (see Table 1 for details).

Table 1. Types, working definitions, and examples of presuppositions in ads

Types	Working definitions	Examples
fact presuppositions	to presuppose a piece of information to be a fact	<i>Why did so many people choose our air-conditioner?</i>
belief presuppositions	to presuppose general beliefs and opinions and then challenge them	<i>You can lose weight <b>without being on a diet.</b></i>
state presuppositions	to presuppose that the consumers are not in a good state prior to using certain products	<i>Would you <b>still be worried</b> with this in hand?</i>
behavior presuppositions	to presuppose what the consumers used to do in the past	<i>Stop <b>paying for what's unnecessary</b> from this day on.</i>

Fact presuppositions in advertisements tend to presuppose something to be a fact. The example presupposes that many people choose their air conditioner. Whether this is true remains unknown, and the general public tends to take it for

granted. As for belief presuppositions, they aim to fundamentally challenge or change general beliefs and opinions about a certain product. The example presupposes that people believe it is necessary to be on a diet to lose weight. It then challenges this belief to attract people's attention. It states that one can lose weight by simply taking the pills. The third type is the state presuppositions which presuppose that the consumers are not in a good state before using certain products and subtly suggest that things would change for the better with the help of this same product. The example presupposes that potential consumers constantly worry about their personal belongings and want to eliminate this unpleasant feeling. The presuppositions here highlight the importance of having a safe as it can free people from worrying. In addition, behavior presuppositions presuppose what people used to do in the past. More often than not, the consumers are not happy with these previous behaviors. The example presupposes that the consumers used to pay for what is unnecessary, and they certainly do not like it and would like to stop doing it. Behavior presuppositions in advertisements can also refer to those advertisements that presuppose people's demands at the moment. For example, an ad for the video recorder reads, "Use the Panasonic video recorder to record the unprecedented Olympic games," which presupposes that the consumers need to record the wonderful Olympic games. This demand shall be met with this very video recorder.

A textual analysis was conducted to discuss pragmatic presuppositions in the advertisement genre and further investigate its functions. Besides, the paper involves some quantitative and qualitative analysis of data. Based on Chen's classification, the four types of presuppositions in the sample were identified. The frequency and distribution of each type were documented, and the advertising texts in the sample were analyzed in terms of the function of presuppositions.

#### 4. Results

After the manual examination of the sample, the frequency and distribution of four different types of pragmatic presuppositions were found and presented in Table 2 below.

Table 2. Percentage of Four Types of Pragmatic Presuppositions in the sample

Types	Frequency	Percentage
fact presuppositions	16	32%
belief presuppositions	14	28%
state presuppositions	13	26%
behavior presuppositions	7	14%

As is shown in the table, fact presuppositions and belief presuppositions appeared more frequently than others, with advertisements featuring fact presuppositions taking up 32% and those containing belief presuppositions taking up 28%. Cosmetics advertisements featuring state presuppositions account for 24%, while those containing behavior presuppositions account for 18%. Fact presuppositions and belief presuppositions are preferred since they are essential in influencing consumer behavior. As for fact presuppositions, facts speak louder than words. Consumers would be convinced if presented with certain facts, even if the facts shown in the ads are only presupposed as facts. Consumers are not likely to go through all the hassle of discovering whether these "facts" are actual or only presupposed. They would like to take them for granted and accept them as the truth. As for belief presuppositions, advertisements or slogans which reinforce or challenge people's beliefs can highlight the products and thus leave a deep impression on the consumers.

##### 4.1 Fact Presuppositions

Fact presuppositions presuppose something to be a fact. Facts speak louder than words, and presenting certain facts can be useful when it comes to persuading people to buy certain products. The general public is not likely to figure out whether the "facts" in the ads are real or only presupposed to be.

**Example 1:** (from Sephora, @sephora)

*Your favourite five-in-one BB cream now comes in more shades. @tartecosmetics' BB Tinted Treatment 12-Hour Primer Broad Spectrum SPF 30 primes, hydrates, and provides medium coverage.*

This is an ad for the BB cream posted by Tarte Cosmetics posted by Sephora. It aims to inform people that this BB cream now comes in more shade and can last 12 hours while providing medium coverage. Subtly, the advertiser presupposed it to be the fact that this product is the customers' "favorite," implicating that this product enjoys great popularity. The fact presuppositions here can attract people's attention and make them believe that the BB cream is a favorite for many, and they want to get one for themselves.

**Example2:** (from Urban Decay Cosmetics, @urbandecaycosmetics)

**Why** you need both *Stay Naked Hydromaniac Tinted Glow Hydrator* and *Stay Naked Liquid Foundation* and in your makeup bag: *STAY NAKED HYDROMANIAC TINTED GLOW HYDRATOR: Fresh-glowy finish with a hydrating 24-hour wear. STAY NAKED WEIGHTLESS FOUNDATION: Real-skin matte finish with 24-hour buildable coverage. Tap to shop now.*

This is an ad for the hydrator and foundation posted by Urban Decay Cosmetics. It aims to inform people that the hydrator and the foundation can last up to 24 hours. The advertiser presupposed it to be the fact that people have a solid reason to get these two products in their makeup bags, which is why the word “why” appears. Customers can not know whether people need the hydrator and the foundation, but they tend to take them for granted and believe there are good reasons for people to buy these things because they can last up to 24 hours. The fact presuppositions here can spark people’s interest in purchasing the product.

#### 4.2 Belief Presuppositions

Belief presuppositions in advertisements challenge or change general beliefs and opinions about a certain product. Once people change their minds, they might start considering purchasing the product and may eventually do it. Belief presuppositions are also common in cosmetic advertisements on *Instagram* and account for 28% of the presuppositions in the samples.

**Example 3:** (from MAC Cosmetics, @maccosmetics)

**Vamp it up - no fake fangs needed!** *Get these fang-tastic glitter lips in three easy steps by: 1 Applying Retro Matte Liquid Lipcolour in Feels So Grand 2 Drawing two triangles on your lower lip with Paintstick in Pure White using a 209s Brush 3 Pressing Glitter in Ruby into the red and Glitter in Reflects Pearl into the triangles*

This is an ad for the liquid lip color and glitter posted by MAC Cosmetics. It aims to teach people how to design their vampire look for Halloween with the help of the MAC liquid lip color, the brush, and the glitter. The advertiser presupposed that it usually takes fake fangs to look like a vampire, which is common sense for many. Then the ad intends to change this belief and let people know that with the help of the MAC brush and the glitter, one can easily look like a vampire by simply painting two fangs on their lower lips without using fake fangs. The product is thus highlighted.

**Example 4:** (from Kylie Cosmetics, @kyliecosmetics)

**obsessed is an understatement.** *shop one of Kylie’s current fav lip kits, Risqué now on KylieCosmetics.com!*

This is an ad for the lip kits posted by Kylie Cosmetics. It aims to inform people that the lip kits, which are Kylie Jenner’s current favorite, are now available on the official website. The advertiser presupposed that “obsessed” is a strong word for an unhealthy passion for something or someone. However, the ad then challenges this belief by stating that “obsessed” is not a strong enough word to express their feelings for the lip gloss; instead, it is only an understatement. The belief presuppositions here attract people’s attention and highlights that the products are so good that it is not even enough to be obsessed with them.

#### 4.3 State Presuppositions

State presuppositions presuppose that the consumers are not in a good state before using certain products and subtly suggest that things would change for the better with the help of this same product. Some advertisements presuppose that the consumers are better after using the product. By examining the samples, it can be seen that state presuppositions also take up quite a part of the presuppositions in the cosmetics ads. Cosmetics advertisements show people how their appearances can be changed for the better with the help of beauty products.

**Example 5:** (from MAC Cosmetics, @maccosmetics)

**Go from casual to kinky** with the *85 Sexpot Lash*. *This m’énage à trois of falsies features three customizable sections for no strings attached - literally.*

This is an ad for false eyelashes posted by MAC Cosmetics. It aims to inform people of eyelashes featuring three customizable sections with no strings attached. The advertiser presupposed that people’s makeup was casual before using the fake lashes. Then it is presupposed that their makeup would become kinky after using the fake lashes. By contrasting the two states before and after using the fake lashes, the state presuppositions here highlight the change of state with the help of the product and tries to appeal to some customers who want an unusual look.

**Example 6:** (from Sephora, @Sephora)

*Minimizes the appearance of fine line and wrinkles* \Formula that nurture like whoa \Chic packaging that looks stunning on your vanity \These must-try eye creams are ticking all the boxes for the brighter and **firmer-looking** under eyes.

This is an ad for an eye cream posted by Sephora. It aims to show people that eye cream is nutritious and can minimize the appearance of wrinkles with chic packaging. The advertiser presupposed that the skin under the eyes is not as good as before people used this eye cream. Then it is presupposed that the skin under the eyes can be brighter and firmer-looking after people use this eye cream. The state presuppositions can convince the consumers that they will have a better look with the help of the product.

#### 4.4 Behavior Presuppositions

Behavior presuppositions in advertisements refer to those advertisements that presuppose what the consumers used to do in the past. More often than not, the consumers are unhappy with these previous behaviors and would like to stop doing them. Behavior presuppositions in advertisements can also refer to those advertisements that presuppose the consumer's demand at the moment. By examining the samples, it is found that behavior presuppositions appear the least frequently in cosmetics advertisements on *Instagram*.

**Example 7:** (from MAC Cosmetics, @maccosmetics)

*A skincare resolution you can actually keep: masking at least once a week. Cleanse, exfoliate, unclog pores and add instant moisture with Mineralize Volcanic Ash Exfoliator.*

This is an ad for the exfoliator posted by MAC Cosmetics. It aims to introduce to people a skincare resolution, i.e., masking at least once a week with the help of the Mineralize Volcanic Ash Exfoliator. The advertiser presupposed that the consumers could not keep a skincare routine before, which is not helpful if one wishes to have brighter and clearer skin. Then the ad states that masking at least once a week using this very exfoliator is a routine skincare people can keep, implying that this product can rid people of the undesirable behavior before. The behavior presuppositions here meet people's demand for a skincare routine that is easy to keep.

**Example 8:** (from Benefit Cosmetics, @benefitcosmetics)

*Loads of volume & hold, no sticky mess. If full, feathery brows are your style, #gimmebrow+ is your BFF! Shop all 10 shades at @sephora!*

This is an ad for the eyebrow gel posted by Benefit Cosmetics. It aims to inform people that the Gimme Brow eyebrow gel comes in ten shades. The advertiser presupposed that people usually make a sticky mess while doing their eyebrows before, which is undesirable. Then the ad implies that people will no longer make a mess and can have full, feathery brows if they use this eyebrow gel, that the product can rid them of the unpleasant behavior before. The state presuppositions here meet people's demand for a brow gel that is easy to use.

## 5. Discussion

All four types of pragmatic presuppositions are found in the sample, and the advertisers made use of the fact presuppositions by presupposing certain things to be facts (e.g., to presuppose that a certain product is "your favorite" before even introducing the product). The advertisers used the belief presuppositions by challenging existing beliefs to attract people's attention. The advertisers used the state presuppositions by presupposing the inferior state before using the product and the superior state after using the product. The advertisers used the behavior presuppositions by presupposing the undesirable behaviors of the consumers in the past and then stating how the product can help the customers stop doing what they used to do.

As shown in Table 2, fact presuppositions take up 32% of the total, belief presuppositions is 28%, state presuppositions 26%, and behavior presuppositions 14%. It can be seen that advertisers prefer fact presuppositions over others. Advertisements featuring fact presuppositions are strategically deceptive. When people read ads like "why you love this product" and "your favorite product," they are not likely to think much about whether they love the product or whether it is their favorite. Instead, they take the statements for granted and thus may be unconsciously convinced. Belief presuppositions are not as common as fact presuppositions but also take up a relatively significant part of the total. People on social media tend to be bombarded by enormous amounts of information. Therefore, they are likely to have a shorter attention span. It is vital to catch their eyes within the capacity of a few words at the beginning of the caption to the picture and tempt them to continue reading. This is where the belief presuppositions come into play in that the advertisers would presuppose a general belief and then state something controversial or unusual at the very beginning of the advertisements ("obsessed is an understatement") to contradict or challenge this belief to attract people's attention. State presuppositions are also a helpful instrument in advertisements, especially cosmetics advertisements, in that cosmetics consumers aim to gain a better look with the help of these beauty products. The state presuppositions are, therefore, effective since it meets people's demand for getting rid of the unsatisfactory state and pursuing the perfect state by presenting the two states contrasting each other to highlight what the product can do ("go from casual to kinky"). Behavior presuppositions appear the least frequently in cosmetics advertisements online. To some extent, the behavior presuppositions are similar to the state presuppositions, but the latter is more persuasive because it directly

presents the contrast between the two states.

## 6. Concluding Remarks

This paper explores the distribution and functions of presuppositions in advertisements by investigating cosmetics ads on *Instagram*. Both qualitative and quantitative approaches were used, and 50 advertisements posted by the ten most-followed beauty brands on *Instagram* were selected as samples. The categorization used is based on Chen's (1998) classification of presuppositions. It is found that fact presuppositions were used more frequently than the other three since presenting a certain piece of information as fact can be useful in persuasion. Owing to presuppositions, the language of advertisements can be concise, precise, and informative. As for future studies, it is suggested that a larger amount and greater diversity of data be collected to reveal a relatively more sufficient pattern. More importantly, an empirical investigation on whether the presuppositions in *Instagram* ads truly persuade the readers is expected to be carried out. Also, there should be studies on presuppositions from the perspective of interpersonal pragmatics or sociopragmatics in the future to foster a thorough understanding of this very linguistic phenomenon.

## Acknowledgments

The author would like to thank Jialiang Chen for his insightful suggestions and constructive feedback on content relevance, content sufficiency, organization and language quality in an earlier version of this paper.

**Funding:** This research received no external funding.

**Conflicts of Interest:** The author declares no conflict of interest.

## ORCID iD (if any)

## References

- Bekalu, M. A. (2006). Presupposition in news discourse. *Discourse & Society*, 17(2), 147-172. <https://doi.org/10.1177/0957926506060248>
- Belanche, D., Cenfor, I., & Pérez-Rueda, A. (2019). *Instagram* Stories versus Facebook Wall: an advertising effectiveness analysis. *Spanish Journal of Marketing - ESIC*, 23(1), 69-94. <https://doi.org/10.1108/sjme-09-2018-0042>
- Bouso, T. (2012). Presupposition, Persuasion and Mag Food Advertising: A Preliminary Study. *Odissea: Revista de Estudios Ingleses*, 13, 19-47. <https://doi.org/10.25115/ODISEA.V0I13.225>
- Bovee, C., & Arens, W. (1989). *Contemporary Advertising*. Irwin Professional Publishing.
- Chen, X. R. (1998). On the pragmatic presupposition in advertising. *Journal of Foreign Languages*, 5, 54-57.
- Crystal, D., & Davy, D. (1983). *Investigating English Style*. Longman.
- Evans, N. J., Phua, J., Lim, J., & Jun, H. (2017). Disclosing *Instagram* Influencer Advertising: The Effects of Disclosure Language on Advertising Recognition, Attitudes, and Behavioral Intent. *Journal of Interactive Advertising*, 17(2), 138-149. <https://doi.org/10.1080/15252019.2017.1366885>
- Frege, G. (1952). *On Sense and Reference*. Blackwell.
- Ge, L. (2011). Pragmatic Functions of Presupposition in Advertising. *Asian Culture and History*, 3, 153-157.
- Goddard, A. (1998). *The Language of Advertising: Written Texts*. Routledge.
- Grundy, P. (1995). *Doing Pragmatics*. Arnold.
- Hardin, K. (2001). *Pragmatics in Persuasive Discourse of Spanish Television Advertising*. SIL International.
- Karttunen, L. (1973). Presuppositions of Compound Sentences. *Linguistic Inquiry*, 4(2), 169-193.
- Levinson, S. (1983). *Pragmatics*. Cambridge University Press. <https://doi.org/10.1017/CBO9780511813313>
- Macagno, F., & Bigi, S. (2017). Understanding misunderstandings. Presuppositions and presumptions in doctor-patient chronic care consultations. *Intercultural Pragmatics*, 14(1), 49-75. <https://doi.org/10.1515/ip-2017-0003>
- Mazid, B. M. (2008). Presuppositions and strategic functions in Bush's 20/9/2001 speech. *Journal of Language and Politics*, 6(3), 351-375. <https://doi.org/10.1075/jlp.6.3.05maz>
- Norricks, N. R. (2001). Discourse and Semantics. In D. Schiffrin, D. Tannen, & H. E. Hamilton (Eds.), *The Handbook of Discourse Analysis*. Blackwell. <https://doi.org/10.1002/9780470753460.ch5>
- Nuseir, M. T. (2020). Is Advertising on Social Media Effective? An Empirical Study on the Growth of Advertisements on the Big Four (Facebook, Twitter, *Instagram*, WhatsApp). *International Journal Procurement Management*, 13(1), 134-142. <https://doi.org/10.1504/IJPM.2020.105191>

- Stalnaker, R. (1973). *Pragmatics*. Reidel Publishing Company.
- Stalnaker, R. (1974). *Context and Content*. Oxford University Press.
- Stalnaker, R. (2000) Pragmatic Presupposition. In A. Kasher (Ed.), *Pragmatics: Critical Concepts, Vol. IV: Presupposition, Implicature and Indirect Speech Acts*. Routledge.
- Tanaka, K. (1994). *Advertising Language: A Pragmatic Approach to Advertisements in Britain and Japan*. Routledge.
- Tang, X. (2019, May 17-19). *Pragmatic Presupposition and Its Function in Advertisements: a Case Study of Lancôme* [Paper Presentation]. Proceedings of the 4th International Conference on Contemporary Education, Social Sciences and Humanities, Moscow, Russia. <https://doi.org/10.2991/ICCESSH-19.2019.252>
- Vinerean, S., Cetin ă I., Dumitrescu, L., & Tichindelean, M. (2013). The Effects of Social Media Marketing on Online Consumer Behavior. *International Journal of Business and Management*, 8(14), 66-79. <https://doi.org/10.5539/ijbm.v8n14p66>
- Wally, E. & Koshy, S (2014, November 24-25). *The Use of Instagram as A Marketing Tool by Emirati Female Entrepreneurs: An Exploratory Study* [Paper Presentation]. 29th International Business Research Conference, Sydney, Australia.
- Wang, M., & Amini, M. (2019). Pragmatic Presuppositions in Chinese Skin-Whitening Advertisements. *The Journal of Social Sciences Research*, 6, 1105-1110. <https://doi.org/10.32861/JSSR.SPI6.1105.1110>
- Yule, G. (1996). *Pragmatics*. Oxford University Press.
- Zeng, B. H. (2015). *A Study of Presupposition in Chinese and English Advertising Texts*. Shanghai Foreign Language Education Press.

## Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).