

The Importance of Presupposition in Advertising Texts

ALLABERGANOVA NILUFAR MATNAZAR QIZI
*Tashkent State University of Uzbek Language and Literature
Uzbekistan*

ABSTRACT

This article analyzes the role and importance of the presupposition tool in advertising texts. Presupposition is a method of conveying a new message based on information that is already known or accepted by the audience. The use of presuppositions in advertising language creates a sense of trust, relevance, and need for a product or service. The article analyzes the linguistic features of presupposition, its impact on advertising effectiveness, and its practical application through examples. It also shows how presupposition contributes to decision-making at the subconscious level through its subtle influence on the consumer. Presupposition, as a linguistic and pragmatic phenomenon, plays a crucial role in shaping how messages are perceived and interpreted.

- **Backgrounds:** *In advertising texts, presuppositions enable advertisers to convey information implicitly, influencing the audience's beliefs and attitudes without direct statements. **Methods:** This subtle mechanism helps create shared assumptions between the advertiser and the consumer, making the message more persuasive and engaging. This research employed a qualitative content analysis approach to examine a corpus of advertising texts collected from print media, television commercials, and digital advertisements.*
- **Results:** *A total of 50 advertisements across various product categories were analyzed to identify instances of presupposition. The analysis focused on linguistic indicators such as definite descriptions, factive verbs,*

implicative verbs, and change-of-state verbs, which typically signal presuppositions.

- **Conclusions:** *The analysis revealed that presuppositions are frequently employed in advertising texts to imply desirable product qualities and consumer benefits without overt claims.*

Keywords: Presupposition, advertising language, pragmatics, linguistics, consumer consciousness, advertising effectiveness, linguistic impact, marketing communication

INTRODUCTION

In today's digital age, advertising communication has become one of the most powerful tools for influencing the human mind. Every day we encounter hundreds of advertising texts on various platforms. Some of them attract our attention, while others go completely unnoticed. This difference is often associated with the language tools and linguistic strategies used in advertising texts. One of such effective strategies is presupposition, that is, the phenomenon of expressing an opinion based on information that is considered to be available in advance by the speaker.

Presupposition is a fundamental concept in linguistics, especially in pragmatics. It refers to background assumptions or beliefs that are taken for granted when a statement is made. In advertising, presuppositions are strategically used to convey messages indirectly, manipulate consumer perception, and reinforce certain ideologies – all without overtly stating them.

In the saturated world of advertisements, where space is limited and attention spans are short, presupposition helps communicate more with less, making it a vital element in the creation of effective advertising messages.

Presupposition appears in advertising texts as a hidden but powerful tool. It affects the consumer's mind not directly, but indirectly – that is, it forms a certain image of the product or service through unspoken but implied meanings. The use of presuppositions in advertising texts serves to increase trust in the product, create a positive image in the consumer's mind, and increase the likelihood of purchase.

This article analyzes how presupposition is used in advertising texts, its functions and effectiveness, and reveals the significance of this phenomenon from the perspective of linguistics and marketing.

MATERIALS AND METHODS

Presupposition (presupposed information) in advertising texts is an important pragmatic phenomenon that stands at the intersection of linguistics and marketing. Presupposition serves to increase the effectiveness of advertising as a means of influencing the audience at a subconscious level through advertising. The literature review studies the theoretical foundations of the concept of presupposition, its manifestations and functions in advertising texts. The concept of presupposition was initially studied within the framework of linguistics and pragmatics. S. C. Levinson (1983) in his work *Pragmatics* defines presupposition as information that is reflected in the speaker's statement, but is not directly stated, but is considered "known" to the listener. Levinson distinguishes presupposition from entailment (substantive consequence) and implicature (indirect meaning).

Researchers such as Keenan (1971) and Karttunen (1973) made important contributions to the development of presupposition theory. They analyzed various presupposition triggers (i.e., words and structures that trigger presuppositions) and showed their relationship to linguistic units [1].

The use of presuppositions in advertising texts creates a subconscious image of a product or service in the audience. For example, the advertising sentence "Stronger with the New Formula!" expresses the presupposition that the product existed before, and the new formula is stronger than the previous one.

Geoffrey Leech (1966) in his work *English in Advertising* emphasizes that, although the advertising language is simplified, it actively uses various pragmatic strategies, including presuppositions. In advertising, expressions such as "Better – with us!" create a presupposition of the existence of competitors and comparison with them.

Cook G. (2001) in his book *The Discourse of Advertising* extensively discusses how language is used in advertising texts, how meaning is created through presuppositions, metaphors, irony and other language devices.

Presuppositions play an important role not only in linguistics, but also in psycholinguistics and communication theory. T. A. van Dijk analyzes how presuppositions in advertising discourse shape reality in the mind and guide the audience.

From a psychological perspective, presupposition can bypass the audience's critical thinking, which increases the effectiveness of advertising. This aspect is also emphasized in N. Fairclough's critical discourse analysis approach [2].

Although the issue of presupposition has not been widely studied in Uzbek linguistics, some studies on pragmatics and speech activity have paid partial attention to this issue. For example, in the works of scholars such as Sh. R. Rahmatullayev and Kh.I. Abdullayeva on pragmatic units, there are approaches close to presupposition. However, the use of presupposition in the context of advertising is an area that has not yet been sufficiently studied, and research on this topic is relevant.

Presupposition (eng. presupposition) in linguistics is understood as information that is assumed to be present in advance through a certain statement or expression. That is, although this information is not directly stated in the text, it is accepted as the basis for the event or situation being mentioned. Presuppositions, as a rule, are based on the general knowledge, experience, or cultural context of the speaker and listener.

Presuppositions arise from various linguistic units, including auxiliary words, verbs, and certain adverbs. For example, in the sentence "The Queen of England visited," the specific description presupposes the presence of the Queen of England. The cognitive processes involved in accepting and processing these presuppositions are crucial for effective communication. In this, listeners make implicit judgments based on contextual cues and prior knowledge. The trust that arises from this implicit judgment determines the collaborative nature of communication, where both speaker and listener participate in a shared cognitive space. If assumptions are not mutually recognized,

misunderstandings can occur, leading to miscommunication. Linguocognitive analysis combines linguistic concepts with cognitive psychology to examine how language is reflected in speech and thought formation. This approach emphasizes the cognitive processes underlying the use of language materials, including how people create meaning and manage the assumptions that underlie it. Cognitive linguistics is the study of the relationship between language and consciousness, the role of language in conceptualizing and categorizing the world, and the role of language in cognitive processes and human experience. In general, the branch of linguistics that studies the relationship between individual cognitive abilities and language and the ways in which they interact. One of the main aspects of linguocognitive analysis is the investigation of how presuppositions affect the interpretation of speech. For example, understanding how a speaker's prior knowledge affects listeners can shed light on broader cognitive aspects of communication. Researchers in this field study how factors such as context, speaker intent, and listener status interact to create meaning. In pragmatics, understanding how presuppositions operate provides a deeper understanding of implication, politeness, and the subtleties of meaning in different contexts. In addition, in the field of linguistics, a more in-depth analysis and interpretation of presuppositional aspects significantly affects the effectiveness of speech. It can be noted that presupposition is an important aspect of communication that reflects the complex relationship between language and cognition. By exploring this implicit assumption through linguocognitive analysis, we gain valuable insights into how general knowledge shapes discourse, enhances comprehension, and informs various areas of learning [4].

The study of problems related to text semantics was a major impetus for the formation of pragmatics. One of the directions of pragmatics, "the views on presupposition were put forward by the German logician G. Frege according to him, presupposition is the logical basis of a judgment [5]"

To prove his point, he gives the example of the statement "Kepler died of poverty." And here he means that a person named Kepler lived as a presupposition. G. Frege calls the

second judgment that indicates existence a presupposition. The term presupposition is associated with linguistics with the name of P. Strawson, whose views are also very close to Frege's views. Today, the term presupposition is understood as a meaning that is not directly expressed in a particular sentence, but a hidden state, he emphasizes. A. Nurmonov in one of his works. In our opinion, if we associate presupposition with hidden meaning, we eliminate the difference between presupposition and underlying meaning. In our opinion, under the term presupposition, not only the hidden meaning is understood, but also the hidden judgment, or rather, information [6].

Presupposition is a pre-established condition regarding the meaning of a sentence. That is, a presupposition ensures the full or partial acceptance of the sentence. In advertising, presupposition often relies on the ideas that exist in the consumer's mind by presenting similar ideas (information). This is done with the help of word groups. The purpose of advertising is mainly to help the consumer perceive information correctly and easily, while it is an important tool in motivating the audience to take targeted, urgent actions, purchase a product or choose a service [7].

The main task of modern advertising language is to attract the attention of the consumer, influence his needs and desires, and encourage him to purchase a product or service. The advertising text is the main communicative tool in this process. These texts combine psychological and linguistic methods using various language tools. One of such methods is presupposition.

Presupposition is "presupposed" information that is not explicitly stated in the sentence, but arises from the content of the sentence. It leads to the recipient automatically accepting the information given through language as "truth."

Presupposition is one of the powerful tools of advertising language, which allows you to attract the attention of consumers and form a positive attitude towards the product without directly addressing their minds. Correctly and carefully used presuppositions increase the effectiveness of advertising. It inspires the consumer with an inner belief that "I need this." Therefore, it is important to deeply analyze the presuppositional layer when creating each advertising text.

Nouns used to introduce a product to consumers often form a presupposition. For example, expressions such as “new phone” or “quality car” allow the audience to understand the existence of these products through presupposition. For example: “New iPhone is on sale”

In this advertising text, the word “iPhone” expresses a presupposition, and in this case, the meaning of existence is also expressed through presupposition.

Presuppositions in advertising texts play a crucial role in creating a more convincing, concise and psychologically appealing message for consumers. We can consider its importance in the following [8]:

- **Persuasion:** Through presupposition, the advertiser conveys the distinctive features of the product among the target audience and attracts the attention and trust of consumers. For example, phrases such as “our first skin care” indicate the uniqueness of the product, its existence, strengthen the brand value and increase its effectiveness.
- **Simplicity of form and rich content:** Noun presuppositions allow you to clarify complex information in the advertisement. This saves language: The noun “luxury” in the text “Luxury for every woman” presumes the quality of the product, eliminating the need for a detailed description.
- **Psychological impact, targeted audience selection or praise:** Presuppositions often serve to reinforce indirect praise towards the consumer. For example, “Your skin is young” implies youthful skin, creates a positive psychological connection and increases the desire for the product. Or, through the sentence “Your baby’s skin is beautiful,” parents are praised and the need for skin care is gently expressed through an implicit judgment.

In the advertising text, implicit presuppositions directly affect the cognitive processes and psychological states of the consumer. From the point of view of cognitive linguistics, adjectives form a certain image in the mind of the audience. For example, through adjectives such as “convenient” or “effective”, the audience can

pre-conceive the usefulness and convenience of the product. Through such adjectives, the desired psychological effect is created in the advertising text, and this message encourages the audience to choose the product. The cognitive effect of presupposition is associated with the consumer's quick and effective perception of advertising information. For example, presuppositions presented in the advertising text through independent words or auxiliary words make it easier for the consumer to make a decision based on previous experiences. With the help of presuppositions, advertising also helps to prepare the audience emotionally. It increases the effectiveness of advertising by enhancing the cognitive process while providing the audience with positive emotions [9].

RESULTS AND DISCUSSION

Presupposition is one of the main pragmatic tools of advertising language. It attracts the consumer's attention through semantic content that is not directly stated, but carries an important communicative load, and evokes a positive image of the product or service. In advertising texts, the product is presented in a positive connotation using presupposition. Rather than calling on the buyer to try the product, the idea is put forward that he has already tried it or that it is natural for him to try it. This encourages the consumer to take a step mentally. Through presupposition structures, the advertising text becomes short, concise and effective. The text achieves its goal at the subconscious level without unnecessary explanations. This is one of the most important aspects of modern advertising language. Presuppositions allow you to psychologically control the advertising audience. They instill in the consumer the thoughts "you are such a person", "you have already made a choice", "this suits you" as an inevitable truth.

Presuppositions must be consistent with the cultural and social context, otherwise, the advertising message may be rejected or misinterpreted by the audience. When developing advertising texts, it is necessary to use a presuppositional approach based on linguistic analysis. Advertising writers (copywriters) should

thoroughly study the capabilities of this tool and consciously form a presuppositional layer in each sentence. It is recommended to take into account the cultural relevance of presuppositions.

Each presupposition should be carefully selected, based on the social experience, moral values, and cultural context of the population. It is necessary to conduct separate studies devoted to the study of the use of presuppositions in advertising texts in the Uzbek language. This will identify the national characteristics of advertising linguistics and develop methodological recommendations for writing effective advertising in the Uzbek language. It is necessary to organize linguistic trainings and seminars for specialists working in the field of advertising. In particular, it is possible to improve the skills of creating advertising texts by teaching the basics of pragmatic linguistics and psycholinguistics. It is necessary to avoid using presuppositions in an excessive or misleading way. This can have negative consequences from the perspective of advertising ethics and consumer rights.

CONCLUSIONS

Presupposition is one of the main pragmatic tools of advertising texts. It directly affects the consumer by providing hidden but powerful information about the product or service. This tool increases the effectiveness of advertising communication. Presuppositions make the advertising language concise but effective. With their help, positive connotations and trust-inspiring thoughts are conveyed in the advertising text without unnecessary explanations. This encourages the consumer to have a positive attitude towards the product. Presuppositions affect the advertising audience at the subconscious level. Because through this tool, thoughts presented as undoubted and “truth” about the product or service are instilled. As a result, the consumer feels guided, not free, in making a choice. Presuppositions used in advertising texts often present information in a manipulative way.

This requires a careful approach to advertising ethics, age and social characteristics of the audience. Inappropriate or false presuppositions can lose consumer trust. The use of

presuppositions in advertising texts in the Uzbek language should be consistent with the national mentality and cultural values. Because the hidden messages conveyed through language depend not only on the grammatical, but also on the cultural and psychological context. The effective use of presuppositional tools in advertising language lies at the intersection of marketing, psychology and linguistics. Therefore, this interdisciplinary approach to writing advertising texts is necessary. In conclusion, presuppositions in advertising texts make these messages more effective, concise and in line with their intended purpose, and are considered a means of engaging consumers emotionally and cognitively.

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ALLABERGANOVA NILUFAR MATNAZAR QIZI
PHD STUDENT,
TASHKENT STATE UNIVERSITY OF
UZBEK LANGUAGE AND LITERATURE
TASHKENT, UZBEKISTAN.