

Pragmatic Functions Of Presupposition In Advertising English

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this dissertation is about the acquisition of presupposition the specific focus is on the interplay between presuppositional content as hardwired in the semantics of particular expressions and the conversational contexts in which utterances containing those expressions may be used a series of behavioral experiments examine what children in the preschool age range know about the pragmatic principles governing presupposition and how they come to acquire this knowledge the dissertation is organized into two thematic halves the first half investigates the conditions that govern when presupposing something is appropriate hence allow for the use of a presupposition triggering expression specifically i ask do young children know the common ground requirement the formal requirement that presuppositions be previously established common knowledge and do they know when and how this requirement can be violated two sets of experiments using two presupposition carrying expressions with importantly divergent properties too and the reveal that children like adults generate a default expectation that a presuppositional sentence be uttered to a listener who already takes for granted the presupposition however they hold onto this expectation even in circumstances where adult speakers do not unlike adults children do not expect that an otherwise neutral listener might accommodate a speaker s informative presupposition together these findings point to a developmental path where the formal requirement that presuppositions be presuppositions is acquired before an understanding that the rule can be bent and how the second half examines the conditions that make marking of presuppositions obligatory hence require the use of a presupposition triggering expression are children sensitive to maximize presupposition heim 1991 as a principle governing competition and utterance choice the ability to deploy maximize presupposition in an adult like way shows a more protracted developmental trajectory moreover children s ability to rule out presuppositionally weaker sentences seems to vary across competition environments taking the non uniformity in development as signaling non uniformity in the

underlying phenomena I develop an alternative account for a pair of expressions commonly thought to compete for maximize presupposition another vs a ultimately I suggest that maximize presupposition is one of several pragmatic principles that lead to competition and selection of structures imposing the strongest contextual requirement children have command of some of these conditions but not others the acquisition trajectories are modulated by various factors including the type of requirement imposed on the context e.g. that some proposition is salient vs accepted common belief and the types of knowledge that are pre requisites e.g. knowledge of idiosyncratic properties of the lexicon

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this work presents a procedural account of the so called projection problem for presupposition it is assumed that presuppositions embedded in complex sentences are subject to no projection rules or ad hoc conditions whatever but are in fact satisfied in appropriate contexts in a completely uniform way it is demonstrated that the apparent filtering alteration or preservation of an embedded presupposition is in every case a logical consequence of a general independently motivated model of language processing and knowledge representation it is shown in detail that turning the projection problem upside down in this way leads to a far more explanatory and descriptively adequate account than any previously proposed

this volume brings together some of the most recent developments in the field of experimental pragmatics specifically empirical approaches to theoretical issues in presupposition theory it includes studies of the online processing of presupposed content investigations of the interpretive properties of presuppositions in various linguistic contexts comparative perspectives relative to other aspects of meaning such as asserted content and implicatures cross linguistic comparisons of

presupposition triggers and perspectives from language acquisition taken together these novel contributions provide a snapshot of state of the art developments in this area and will serve as a point of reference for numerous emerging avenues of future work it makes for an ideal set of readings for advanced university courses on experimental studies of meaning and is a must read for anyone interested in experimental research on meaning in natural language

the routledge handbook of translation studies and linguistics explores the interrelationships between translation studies and linguistics in six sections of state of the art chapters written by leading specialists from around the world the first part begins by addressing the relationships between translation studies and linguistics as major topics of study in themselves before focusing in individual chapters on the relationships between translation on the one hand and semantics semiotics and the sound system of language on the other part ii explores the nature of meaning and the ways in which meaning can be shared in text pairs that are related to each other as first written texts and their translations while part iii focuses on the relationships between translation and interpreting and the written and spoken word part iv considers the users of language and situations involving more than one language and part v addresses technological tools that can assist language users finally part vi presents chapters on the links between areas of applied linguistics and translation and interpreting with an introduction by the editor and an extensive bibliography this handbook is an indispensable resource for advanced students of translation studies interpreting studies and applied linguistics

language use offers a philosophical examination of the basic conceptual framework of pragmatic theory and contrasts this framework with detailed descriptions of our everyday practices of language use while the results should be highly relevant to pragmatics the investigation is not a contribution to pragmatic theory drawing on ludwig wittgenstein s approach to philosophical problems language use brings out the relevance of wittgenstein s methods to fundamental problems in central pragmatic fields of research such as deixis implicatures speech acts and presuppositions

an introduction to the central topics of linguistic semantics and the philosophy of language assuming no special knowledge of philosophy or logic

an integrative and lucid analysis of central topics in the field of linguistic pragmatics deixis implicature presupposition speech acts and conversational structure

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

covers topics in philosophy psychology and scientific methods vols 31 include a bibliography of philosophy 1933

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