



A Qualitative Analysis of Pragmatic Presuppositions in Taglines Used by Brands to Persuade Audiences

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ABSTRACT:

In current advertising campaigns, brand slogans are vital linguistic tools in constructing public opinion and conveying the identity of a marketing industry. Given the extensive research on marketing language, the role of pragmatic presuppositions in trademark effectiveness remains unsearched, especially in Pakistan. The current study aims to bridge the gap by conducting a detailed examination of presuppositions involved in marketing taglines of five industrial lines: food, beauty, social media applications, home appliances, and clothing. Using Yule's (1996) paradigm of presupposition types: existential, factive, non-factive, lexical, structural, and counterfactual, the study looked into 25 taglines across the selected industries. In addition, the researchers make use of a content analysis methodology to analyze the selected data. The results showed that the existential presuppositions were present most frequently (88.0%), followed by lexical presuppositions at 36.0%, while the factive, non-factive, structural, and counterfactual presuppositions appeared infrequently at 8.0%, 16.0%, 4.0%, and respectively. All these findings point to how firms leverage their assumptions to manipulate customers' perceptions and consumption behavior. This advances this research into the interdisciplinary field of linguistics, marketing, and communications studies through a practical insight into how businesses tend to use presupposition as a persuasive strategy. Future research on pragmatic presuppositions in brand taglines should expand to a diversified sample, use semantic analysis, and explore cultural differences, particularly in Pakistani brands.

Key Words: qualitative analysis, presuppositions, taglines, food, beauty, applications, appliances, and clothing.

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1. Introduction

This study focuses on the function that language plays in brand marketing campaigns through an analysis of pragmatic presuppositions in chosen taglines. Pragmatics is the discipline of linguistics that studies how an utterance's meaning varies depending on the context in which it is used. As part of the field of pragmatics, presupposition denotes the logical meaning of a statement or what is meaningfully related to or implied by a phrase. The presupposition may be defined as a presumed truth about the underlying belief associated with a speech (Suyono, 2018). It enables speakers to convey many propositions in a single phrase while indicating which propositions convey the core statement and which give context for the main assumption. Moreover, it cannot be denied that advertising has significance in modern society. It is an 'integral part of twentieth-century consumption' and an "important form of representation in the contemporary world" (Thi, 2022). As a result, it is frequently seen as an essential instrument for increasing market competitiveness

In advertising, company taglines are short, memorable words that summarize a company's identity, beliefs and promises to customers (Yang, & Jianguo, 2022). These taglines are more than just attractive phrases; they are carefully constructed to elicit specific responses, communicate vital concepts, and create an individually identifiable image. (Nurhayati et al. 2018). The words used in taglines are critical in customer interaction, with firms developing unique language to entice consumers. To create an effective commercial, the marketer must determine what language technique should be used to capture people's attention and persuade them to purchase their goods. One approach is to use pragmatic presuppositions. A pragmatic assumption is a means of providing statements without clearly stating what we are trying to say. Such a strategy has been termed to play a convincing role in the advertisement as well as making it fiscally possible (Aditya, 2014).

A brand's success depends on effective communication in today's fiercely competitive world of economics. With rapid technological advancement, language influences people's attitudes and opinions in the world, and the media is not left behind. Being a social agent, advertising has a big influence on consumers' attitudes and behavior. Companies always search for answers to stand out, and one of the answers is a tagline, which is a short phrase that sums up the spirit of the brand and promotes consumer memory. Taglines are important components of brand identity for goods in the electronics, food and beverage, cosmetics, and cosmetic industries. They also help to build brand equity (Kohli et al., 2007, quoted in Ahmad & Febryanto, 2022).

To be compelling, brands frequently change their taglines, portraying their goods in an upbeat manner using enticing language (Hu, 2023). The important role language plays in generating emotions and influencing behavior has been acknowledged. A variety of advertising businesses, including technology, fashion, food and drink, automobiles, and finance, each have their distinct traits and set of market dynamics that vary. For example, the clothing sector may prioritize modernity and exclusiveness, whereas the car company may prioritize inventiveness and durability (LI Yan, 2022).

2. Literature Review

Frege, the creator of analytical philosophy, was the first person who put forth the idea of presupposition. The term "pragmatic presupposition" refers to three different categories of phenomena and it is a type of attitude held by the addresser towards a proposition, it sets a prerequisite for a sentence or a proposition to reach felicitous, and it is a shared understanding





between the addresser and the addressee (El – Samir & Al- Azawy, 2014, p. 6). It also refers to implicit knowledge about a proposition encoded in a sentence or utterance (Mono, Putri, & Putri, 2018, p. 8). According to Levinson (1983), a presupposition is a background assumption related to an utterance that: must be shared by the speaker and addressee or assumed for utterances to be considered suitable in context; regardless of whether the statements are made in the form of an assertion, denial, or query, it is generally assumed that they are required, and usually a particular lexical phrase or grammatical trait (a "presupposition trigger") in the utterance will be connected to it as cited in (Siagian, Pangaribuan, & Toruan, 2015, p. 3).

2.1. Previous Studies

Many researchers conducted studies by using presupposition analysis. Yang and Jianguo's (2022) study examined the purposes, types, and occurrences of pragmatic presuppositions in 83 taglines of airline advertisements. The study's findings revealed that factive presupposition had the highest frequency among belief, existential, and behavioral presuppositions. Moreover, the researchers highlighted the reasons for using presuppositions in the taglines including persuasion, kindness, and briefness.

Ma et al.'s (2022) study sheds light on the significance of using different types of pragmatic presuppositions in slogans of food commercials. By considering three components of context adaptation theory including the physical, social, and psychological worlds the researchers analyzed how pragmatic presuppositions were used to promote the food items. The study concluded that most food advertisement slogans used strategies based on cultural and psychological components to attract an audience, promote the food items, and persuade people to buy the items.

Ahmad and Febryanto (2022) analyzed the taglines of car commercials. The study specifically focused on the presuppositions used in 12 newspaper vehicle advertisements. The data was gathered from the taglines on advertisement displays and evaluated based on presuppositions. The researchers employed the descriptive research approach. The analysis was based on the theory put forth by Yule (1996) on the types of presuppositions to identify the types that frequently occur in vehicle commercials. The data sources include the newspapers *Pikiran Rakyat* and *Pasundan Express*. The findings revealed different forms of presuppositions in the advertisements including existential presuppositions (50%) and lexical presuppositions (35.7%). Because existential is the assumption that conveys the existence of cars, the existential presupposition type of presupposition was most frequently used.

Thi's (2022) study focused on determining presupposition types employed in advertising smartphones. He chose 25 smartphone commercials of international companies including Apple Inc., Samsung Electronics, Vivo, and Xiaomi. By applying Yule's theory of presupposition (types), the researcher identified four types of presupposition including existential presupposition, factive presupposition, lexical presupposition, and non-factive presupposition. Moreover, the existential presupposition had the highest occurrence among other types. The study's findings revealed that advertisers use presuppositions in advertisements to promote their products, persuade people to buy their products and influence audience opinions about products.

Zuhriani (2022) researched to analyze the discourse used in cosmetic advertisements. He employed presupposition as a method of analyzing presupposition types used in cosmetic advertisements. The researcher used 20 advertisements from 10 different cosmetic products. The





study findings showed that lexical, existential, non-factive, and structural presuppositions appeared in the advertisement but had the largest frequency for existential. The study further states that advertisers use presuppositions in an advertisement to appeal to the audience, market the products and, to an extent, compete with other brands of products.

Yelmi et al. (2020) investigated how presuppositions in the taglines of horror movie posters might be analyzed pragmatically. 14 taglines from horror movie posters were downloaded for this study's data collection. Yule's (1996) presupposition categories were used to examine the data. The taglines of horror movie posters, however, only contain four of the six presupposition types: existential presupposition, lexical presupposition, factive presupposition, and counterfactual presupposition (Yelmi et al., 2020).

A research study carried out by Lihan (2020), in which he pragmatically compared cosmetic advertisements in America and China. Data was gathered from popular beauty periodicals in America, Britain, and China. The study revealed four kinds of presupposition in cosmetic commercials in America and China: factive, behavior, state, and existential. The investigation concluded that linguistic traits of pragmatic presupposition had a significant function in advertising language, emphasising how important it is to fulfil the parameters for effective commercials.

Ananda et al.'s (2016) study analysed the assumptions underlying in the slogans for consumer advertisements in the March 2016 issue of the Jakarta Post. The study adopted a descriptive qualitative inquiry method. Yule's theory was employed for analysis. For data collection, the researcher chose 20 slogans from the March 2016 edition of customer commercials in the Jakarta Post magazine. The study's findings revealed different presupposition forms, including existential, factual, lexical, and non-factual presuppositions.

Rachmawati and Ariyanti (2016) conducted qualitative research by focusing on the role of reference in the pragmatic presupposition of cigarette ads' taglines. According to the study, referring expressions, mostly, used in cigarette advertisements include proper nouns, pronouns, and noun phrases. Moreover, the study identified that the referring expressions were used to highlight the existence of cigarette brands and spread awareness. Thus, the study concluded that the use of referring expressions and presuppositions in taglines helps the audience in interpreting and decoding the intended meaning of the advertisements.

Thus, it is evident from the above-discussed studies on the topic under investigation that there is a plethora of Western studies on using pragmatic presupposition techniques in advertisements to promote products. However, there is a lack of research on advertisements' taglines, from the perspective of pragmatic presupposition, in the Pakistani context. Therefore, the present study is conducted to analyze presuppositions used in the brands' taglines of different products related to food, beauty, and social media applications. It can be interpreted that the previous studies were focused on specific or only one niche of advertisements. However, in the present study, 30 taglines are selected from 6 different brands including food, beauty, and social media applications. This diversification regarding advertisement categories and their taglines made the current study different from previous studies and comprehensively filled the research gap.





3. Problem Statement

In the cutting-edge and advanced world, marketing industries depend to a greater extent on catchy phrases, commonly known as taglines, to leave a long-lasting impression on their target customers. Regardless of the countless research studies available on this matter, it remains uncertain how each type of presupposition impacts clients in the wide-ranging marketing industry and which type has a greater impact on accentuating the audience. As we all know, pragmatic presuppositions are the silent and unspoken assumptions that businesses use widely throughout the world. The current study is being conducted to showcase these underlying tactics of brands using qualitative methods.

4. Research Question

What kinds of pragmatic presuppositions are inherent in the taglines that marketers employ to convince their intended audiences?

5. Research Design

In the present study, the researchers used the descriptive qualitative method, because the data collected from the taglines are in the form of words and we employed a content analysis approach. Qualitative analysis is the process of evaluating texts to uncover meanings and underlying themes.

5.1. Sampling Technique and Size

The primary data of this study is the taglines used by the brands to attract the audience. The researchers used a purposive sampling technique to collect these taglines. It is a non-probability and convenient sampling method for analyzing data in qualitative studies. It allows the researchers to collect relevant and suitable information easily. The researchers chose five brands and for each brand, we selected five taglines.

Table 1
Selected Marketing Industries for the Data Collection

Table with 3 columns: S/N, Category, Brand Tagline. It lists brands like Coca-Cola, Nestle, McDonald's, Red Bull, Pizza Hut, L'Oréal Paris, Miss Rose, Glow & Lovely, Maybelline, Lux, TikTok, Google, Netflix, YouTube, and Facebook.



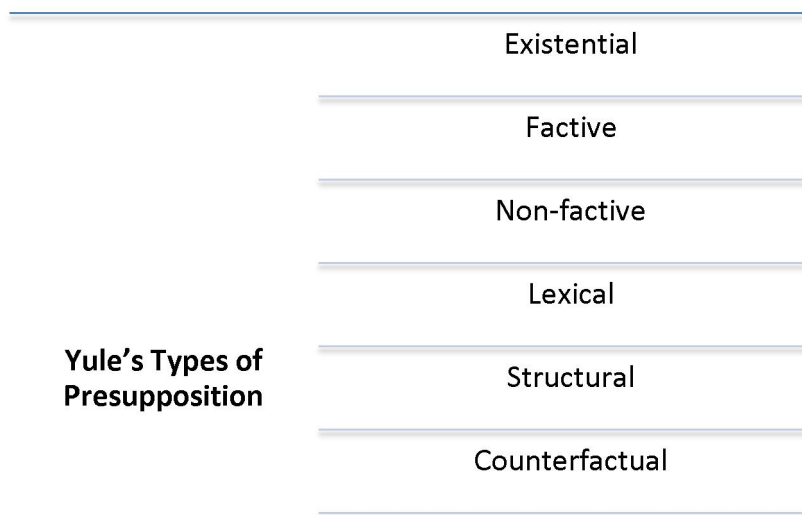


4.	Home Appliances	LG Haier Waves PEL Sony
5.	Clothing	Nike Adidas Gucci Louis Vuitton Burberry

5.2. Theoretical Framework

There are two fundamental types of presupposition: semantic and pragmatic presupposition. The researchers found pragmatic presupposition to be more appropriate than semantic presupposition, as it better highlights the relationship between speakers and audiences. Pragmatic presuppositions focus on the hidden contexts and underlying motives of words, whereas semantic presuppositions deal with the inherent meanings of the words themselves (Caniago, 2022). Therefore, pragmatic presupposition was more suitable for this study with Yule’s framework guiding the theoretical analysis. As this framework allows for deeper engagement and interaction between customers and brands, which is the core focus of the research.

Yule (1996) classified presupposition into six types: existential, factive, non-factive, lexical, structural, and counterfactual presupposition.



Yule’s Types of Presupposition

Figure 1: Yule’s Types of Presupposition

Presuming something's existence is known as an existential presupposition, and it is mostly present in noun phrases (e.g., the King of Sweden) and possessive constructions (e.g. your book is unique).





A factive presupposition assumes something is true and is followed by a verb like know, realize, or regret.

An assumption that something is untrue is known as a non-factive presupposition and is followed by verbs such as imagine or dream.

Lexical presupposition is when a speaker uses a certain expression that is understood to imply another concept (e.g. He stopped smoking >> He used to smoke).

In structural presupposition, the assumption might convince listeners that the information presented is true (e.g., When did he leave? >> He left).

In contrast to reality, counterfactual presupposition has the opposite of what is true. It indicated that an assumption was at odds with reality. This presumption assumes the details in the, if clause (e.g., If I were ill >> I was not ill) (Luciyana, 2020).

5.3. Research Procedure

In this study, the researchers followed these steps: Firstly, the researchers selected five popular brands that are widely preferred by customers. Next, five taglines were gathered from each brand. To facilitate analysis, the researchers created a table to organize and categorize the presuppositions found in the taglines. Each tagline was carefully examined to uncover its contextual meaning beyond the literal statements. The researchers then identified the implied assumptions embedded in the taglines—those that the brands hint at without directly expressing. Notes were taken on the recognized types of presuppositions for each tagline. In the end, the researchers found the total occurrence of kinds of presupposition by calculating their percentages.

5.4. Delimitations

The researchers focused on 25 taglines from selected brands in this study, applying pragmatic presupposition theory rather than semantic analysis. Moreover, the researchers excluded other related linguistic devices, for example, symbolic and literary language concepts, to focus on the core problem raised in the study. Furthermore, the researchers did not focus on additional marketing tactics that companies use to attract the audience's attention. These delimitations helped the researchers keep their focus on the selected taglines.

5.5. Significance

This study is significant in enriching the previous knowledge of linguistics. It is helpful for researchers, students, and language instructors of different disciplines. It includes digital marketing, media studies, psychology, communication studies, and sociolinguistics. The researchers use a multidisciplinary approach, which enhances the significance of this study in these fields. Moreover, it also serves as a useful reference for students in English who are interested in this area of study.

6. Data Analysis

As outlined in the research design, the data were meticulously analyzed and presented in tabular format to provide clear and concise insights. The tables include a breakdown of various types of pragmatic presuppositions identified in brand taglines across different marketing sectors. This structured approach allows for an organized and systematic examination of the frequency and





distribution of presuppositions, facilitating a deeper understanding of their role and impact in brand communication.

Table 2

Analysis of Pragmatic Presuppositions in Brand Taglines within the Food Industry

S/ N	Brand	Tagline	Presupposition	Type of Presupposition	Analysis
1.	Coca Cola	Taste the Feeling	Existence of feeling. There is something to taste.	Existential	Presupposes that Coca-Cola is associated with positive emotions and enjoyable experiences. Coca-Cola is a product that satisfies your thirst.
2.	Nestle	Good Food, Good Life	Existence of something good. Existence of food. Existence of life. Life depends on food.	Existential Lexical	Presupposes that Nestle products are associated with healthy and enjoyable food.
3.	McDonald's	I'm Lovin' It	Existence of I. Existence of it. There is love and emotion. The 'I' is loving something.	Existential	Presupposes that McDonald's food is enjoyable and satisfying. McDonald's food is tasty. McDonald's is a place where people go to have a good time.
4.	Red Bull	Gives you wings!	Existence of you. There is something to give.	Existential	The tagline indicates that drinking Red Bull can provide the consumer with a boost of energy, alertness, and increased physical and mental performance.
5.	Pizza Hut	Now You're Eating	Existence of you. There is something to eat. You were not eating before.	Existential Lexical	Presupposes that Pizza Hut food is satisfying and enjoyable.



Table 3

Analysis of Pragmatic Presuppositions in Brand Taglines within the Beauty Industry

S/N	Brand	Tagline	Presupposition	Type of Presupposition	Analysis
1.	L'Oréal Paris	Because You're Worth It	The existence of you. The presence of something valuable for you.	Existential Lexical	L'Oréal Paris believes that customers are already valuable.
2.	Miss Rose	Stand out in the crowd.	The existence of crowds. There is something that makes a person stand out in the crowd.	Existential	The customer belongs to a crowd or group of people. Customers want attention and to be in the spotlight. By using Miss Rose's makeup products, customers can observe a visible change in their appearance.
3.	Glow & Lovely (formerly Fair & Lovely)	More than just Fairness, Clear Fairness.	Existence of fairness. Existence of a relationship between fairness and beauty, and more clear fairness and more beauty.	Existential Lexical	Clear skin is ideal. There is a close relation between fairness and clear skin. Customers are aware that there are various levels of fairness. Glow & Lovely's products can provide both fairness and clear skin.
4.	Maybelline	Maybe she's born with it, maybe it's Maybelline.	Existence of she. Existence of it. Existence of birth. Maybe she was not born with it. So, maybe it is not Maybelline.	Existential Lexical Non-Factive	The natural beauty of the customer can be enhanced by Maybelline's products. People who apply Maybelline products can attain the desired beauty look.
5.	Lux	Lux brings out the star in you.	Existence of Lux. Existence of stars. Existence of you. Disclosure of something that cannot be reached easily.	Existential Non-Factive	The customer wants to stand out and enhance his or her natural beauty. Customers have a star quality that can be enhanced by using Lux's products. Beauty is something to be embraced, not feared.

Table 4

Analysis of Pragmatic Presuppositions in Brand Taglines within Social Media Applications

Sr. No.	Brand	Tagline	Presupposition	Type of Presupposition	Analysis
1.	TikTok	“Make every second count”	Existence of time. There is something that should be taken into account.	Existential	TikTok is a platform that values time and encourages users to make the most of every moment by creating and sharing short-form videos.
2.	Google	Don't be evil	Existence of evil. Existence of good. Something is doing something evil.	Existential	Google is a company that values ethical behavior and takes a stand against actions that are harmful or unethical.
3.	Netflix	We want to entertain the world.	The existence of we. Existence of the world. There is something entertaining present.	Existential	Netflix is a platform that is committed to providing entertainment to people around the world, implying that it is a source of joy and relaxation.
4.	YouTube	"Broadcast Yourself "	Existence of one's self	Existential	YouTube is a platform that enables users to express themselves through video content and encourages individual creativity and self-expression.
5.	Facebook	Helps you connect and share with people in your life.	Existence of you. Existence of people. There is something to be shared with people. There is something that helps in linking people.	Existential	Facebook is an easy-to-use platform that enables users to connect quickly with friends and family, implying that it is a convenient and time-saving tool.

Table 5

Analysis of Pragmatic Presuppositions in Brand Taglines within Home Appliances

S/ N	Brand	Tagline	Presupposition	Type of Presupposition	of Analysis
1.	LG	Life's Good	Existence of life. Existence of the concept of good.	Existential	LG is a company that inspires people to experience goodness in their lives and promotes the idea that they can make their lives good by using the products of this company.
2.	Haier	Inspired Living	Existence of life. Living can be enhanced in some way.	Existential Lexical	Haier is a company that motivates the individuals to improve their living standards by bringing positivity to their lives and by using the company's products.
3.	Waves	Experience Change	The existence of change. Change is the reality of life.	Existential Structural	Waves is a company that facilitates the idea that meaningful transformation in the lives of people is inevitable and implies that it encourages people to try new things in order to embrace the change with valuable life experiences.
4.	PEL	Live Easy	Existence of life. There are complexities in life.	Existential Factive Lexical	PEL is a company that promotes the idea that life is full of problems and challenges and these can be alleviated by using its products to bring comfort and ease into the lives of people.
5.	Sony	Make. Believe	There is something that is first imagined and then turned into reality with strong belief.	Non-Factive	Sony is a company that promotes the idea that imagination can shape one's experience or reality and invites individuals to create their imagined experiences by using its products.

Table 6

Analysis of Pragmatic Presuppositions in Brand Taglines within Clothing Category

S/ N	Brand	Tagline	Presupposition	Type of Presupposition	Analysis
1.	Nike	Just Do It	Existence of something that is needed to be done. Existence of hesitation and doubts.	Existential Non-Factive	Nike is a company that encourages a mindset that encourages taking actions without hesitation and with confidence and presents itself as a catalyst for overcoming obstacles and achieving goals by using its products.
2.	Adidas	Impossible is Nothing	Everything is possible with a mindset of possibility.	Counterfactual	Adidas is a company that motivates the individuals to challenge the boundaries and embrace their potential, by presenting itself as the one that inspires perseverance and achievement.
3.	Gucci	Quality is remembered long after price is forgotten	The existence of something that has a price and quality. Importance of relationship between quality and remembrance	Existential Lexical Factive	Gucci is a company that works with the idea that consumers recognize the enduring value of quality over time and presents itself as a luxury provider that prioritizes lasting excellence over cost.
4.	Louis Vuitton	The art of travel	Travel is not just a practical activity but an artistic and creative experience.	Lexical	Louis Vuitton is a company that values both the art and travelling and enhances the travel experience through elegance and style, aligning their products with a lifestyle that appreciates the finer aspects of exploration.
5.	Burberry	Iconic British Luxury	Existence of a specific type of luxury that is distinctly British a prestigious and well-recognized luxury	Existential	Burberry is a company that invites consumers to associate it with not only quality but also cultural heritage and tradition thereby presenting its products as a status in luxury fashion.

6.1. Findings and Discussions

The examination of advertising taglines in the food industry indicates the purposeful use of pragmatic presuppositions, notably existential and linguistic presuppositions, as a crucial persuasive technique. Existential presuppositions, which imply the presence of particular emotions, are common in taglines such as Coca-Cola's "Taste the Feeling" and McDonald's "I'm Lovin' it." Such phrases imply that the items elicit feelings of optimism and contentment, successfully portraying these companies as producers of satisfying moments as opposed to merely stuff. Brands can encourage commitment, influence the responses of consumers, and shape their attitudes by including such preconceptions. Lexical presupposition is less common but equally powerful. Although lexical presuppositions were not as prevalent, they have an equivalent influence. Nestlé's "Good Food, Good Life" campaign, for instance, suggests a link between its goods and a desired way of life, whereas Pizza Hut's "Now You're Eating" campaign stresses the pleasure of intake. The examples mentioned above show how marketing taglines not only successfully promote products but also align with the values and goals of consumers, and hence contribute to a high level of satisfaction and happiness. The results for the following categories align with a previous study conducted in 2022 by Ma et al. The current study confirms that assumptions with positive expectations about the feelings of customers, promote the products of the brands.

In the beauty industry, existential, lexical, and non-factive presuppositions are used to create optimistic narratives. Maybelline's "Maybe she's born with it, maybe it's Maybelline" and L'Oréal Paris's "Because You're Worth It" are two examples of taglines that employ existential presuppositions to highlight the traits and inherent values of the consumers. Lexical presupposition implies product superiority in achieving beauty standards, as seen in Glow & Lovely's "More than Just Fairness, Clear Fairness." Non-factive presupposition is identified less frequently but gives more depth and adaptability to the marketing message. For instance, Lux's "Lux brings out the star in you" highlights the consumer's expectations without making any explicit promises, suggesting a possible transformation. This is also supported by Lihan's (2020) study, which highlighted the importance of presuppositions in forming brand identity in the beauty industry. It suggested that these linguistic tools are essential for successful cross-cultural commercial communication.

The taglines of social media applications use existential presuppositions to highlight different values like global interdependence, responsible behavior, and effective planning, organization, and management. "Make every second count" from TikTok presumes that time is valuable, whereas "Don't be evil" from Google proposes a moral code. Netflix and Facebook, with taglines like "We want to entertain the world" and "Helps you connect and share with people in your life," imply an international consumer base and the value of interactions with others. These assumptions improve company loyalty by matching with what customers think and enabling individual connections with the company. Earlier studies on mobile commercials found a significant incidence of existential presuppositions that retailers employ to push items and affect perceptions among consumers such as (Thi, 2022) discussed in the literature review section. This affirms the current research findings that technology brands use existential presuppositions to build substantial relationships with customers that revolve around common principles and obligations.

For the brand taglines across home appliances, existential, structural, lexical, factive, and non-factive presuppositions are used. Existential presupposition implies the presence of positive experiences as used in LG's "Life's Good," which suggests that the brand contributes to an overall positive lifestyle. Similarly, existential along with lexical presupposition in Haier's "Inspired Living" presupposes that living can be inspired and enriched by hinting at an elevated quality of life through its products. The tagline "Experience Change" from Waves presents existential and structural presuppositions that encourage individuals to embrace transformation thereby highlighting that using the products of this brand can cause meaningful changes in their lives. PEL's "Live Easy" shows factive, lexical, and structural presuppositions that explain that life can be simplified and made easy, and presents the brand as a provider of comfort and convenience. Lastly, Sony's "make believe" presents a non-factive presupposition encouraging consumers to use their creativity and imagination while presenting their ideas and experiences. This demonstrates how well brand taglines speak to the feelings and goals of consumers, promoting not only the items but also a more general story of ease and satisfaction in day-to-day living.

In analyzing the brand taglines within the clothing category, existential, counterfactual, lexical, factive, and non-factive presuppositions are used. Nike's slogan, "Just Do It," encourages customers to take action and overcome doubts by presenting existential and non-factive presuppositions. This encourages them to pursue their ambitions without hesitation. Similar to this, Adidas' "Impossible is Nothing" tagline uses counterfactual presupposition to empower people by pushing them to think beyond their comfort zones and focus on their potential. Gucci's "Quality is remembered long after price is forgotten" tagline highlights the lasting importance of quality, thus presenting the brand as a desirable investment in search of quality in life. This tagline exposes existential, linguistic, and factual presuppositions. The lexical presupposition in Louis Vuitton's "The art of travel" suggests that traveling is an artistic activity, appealing to consumers' ideas of a refined lifestyle. Lastly, Burberry's "Iconic British Luxury" slogan appeals to customers who respect history, tradition, heritage, and quality by implying that there is a distinct and prestigious kind of luxury that is associated with British ancestry. This represents the use of existential presupposition. Collectively, these taglines resonate deeply with consumers' aspirations for self-identity, quality, artistic lifestyle and life infused with traditions, thereby promoting the brands' positions within the luxury fashion market.

7. Conclusion

The main results of the current investigation are clearly shown in the table that follows, which also highlights the frequency of presupposition types:

Table 7

Final Results of Types of Presupposition

S/N	Types of Presupposition	Frequency	Percentage
1.	Existential	22	88%
2.	Factive	2	8%
3.	Lexical	9	36%

4.	Structural	1	4%
5.	Non-Factive	4	16%
6.	Counterfactual	1	4%

The results presented above underscore the fact that pragmatic presuppositions play an important role in shaping customer opinions through brand taglines in almost every industry. The very broad application of existential presuppositions in food, beauty, technology, home appliances, and clothes industries proves that they effectively invoke emotions ranging from good thinking to satisfaction, and aspiration. Such presuppositions will allow firms to appeal to customers on an emotional level by saying that their products help in making great experiences. Although less common, the lexical presuppositions are no less crucial in making taglines such as Nestlé's "Good Food, Good Life" announcements of better lives and ideals. Simultaneously, the existence of non-factual, factive, structural, and counterfactual presuppositions complicates corporate communications, which then is used as a way of molding narratives consistent with human desires and lifestyles, such as Nike's "Just Do It.". Brand taglines finally have more to say than marketing products. They narrate interesting tales involving what interests people and persuade beliefs and life objectives. The implicit assumptions used in the communications by businesses would heighten emotional attachment and thus fortify their marketplace position, which increases retention and leads to brand identity in the long run. The consequences of the study are very practical, resulting in benefits for advertisers and linguists'. This paper adds to the larger knowledge about how implicit language tactics work in advertisements, opening up possibilities for further explorations regarding presupposition use in various businesses and different cultural and media settings.

8. Future Recommendations

Future study on pragmatic presuppositions in brand taglines can be expanded by examining a broader, more diversified sample of sectors and using semantic analysis to better understand the link between meaning and presupposition. Longitudinal and cross-cultural studies are advised to investigate modifications to brand communication over time, as well as cultural differences in language use. Qualitative approaches, such as interviews or focus groups, would give more detailed insights into customer attitudes. Furthermore, this study can assist future researchers who wish to investigate the many forms of presuppositions as well as the analysis of presupposition triggers. Future research may also be conducted on Pakistani brands, including taglines and slogans.

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