

**A Pragmatic Analysis of Presuppositions in
Web- based Political Advertisements**

(presupposition, advertising, political)

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ABSTRACT

This study is regarded as a pragmatic analysis of the political web advertisements; it is primarily based on ads collected from the web, analyzing them mainly in terms of the pragmatic presuppositions they involve to bring out advertisement's meaning, and to uncover possible intentions, or shared knowledge behind their language and graphs. More narrowly, the study investigates the possibility of identifying presupposition as a kind of pragmatic inference.

One of the goals of the present study is to investigate the notion of presupposition that can be achieved in the different kinds of media ads in general and the political ads in particular. This concept can help the readers to make assumptions about the existence of certain information which is not made explicitly from what is actually said but concluded from what was said. The use of the very concept can be regarded as an integral part of the kinds of human communication. However it is particularly used in advertising as a way of making the represented realities as convincing as possible.

This study aims at shedding light on the pragmatic presupposition by analyzing certain political web ads, and revealing the meanings that lie behind these ads by linking between the picture, the language, the facts, etc., that could be seen as shared knowledge between the advertiser and his audience.

It is hypothesized that (1) there is a set of properties that can be used in defining the presupposition, and these properties are also used as tests for

figuring out this topic, (2) there is no remarkable difference between the presupposition that is identified in our daily communication and the presupposition that is identified by the readers in the political ads, and (3) the behavior of syntactic and lexical linguistic features can also have their pragmatic basis for their use other than the pragmatic , due to the impact of the context requirements, bearing in mind the topic consideration.

Based on the results of data analysis conducted on the adapted models, certain remarkable points have arisen. The most important conclusions are: through out the analysis of the selected 16 political ads, the models that are used have demerits, and that's why the researcher analyzes the data eclectically. And the concept of presupposition is existed in every piece of communication whether if it is verbal or non verbal, and this is what makes the communication meaningful and successful at the same time. In addition to those conclusions, some recommendations and suggestions for further studies are provided at the end of the study.

CHAPTER ONE: INTRODUCTION

1.1. Introduction:

The term presupposition has been defined by many linguists as the background belief relating to an utterance or the implicit assumption about the world, whose truth is taken for granted in discourse. A presupposition must be mutually known or assumed by the speaker and addressee for the utterance to be considered appropriate in context. It will generally remain a necessary assumption whether the utterance is placed in the form of an assertion, denial, or question, and can be associated with a specific lexical item or grammatical feature (presupposition trigger) in the utterance.

The problems of this concept (presupposition) which the study formulates are: how can the addressee link between the picture and facts in reality? The language as well as the graphics used in the ads would semantically and pragmatically open the door for more than one interpretation (of the message conveyed and the presuppositions triggering it). Also what are the linguistic and contextual clues that are available for the addressee to recognize and identify the types of presuppositions implicit in the language of political web ads and the strategies used to that effect? Moreover, what kind of arguments and/or propositions presuppositions can potentially trigger for interlocutors in a communicative event like political web ads? Finally what role(s) does the (virtual) context play in carrying out presuppositions in web advertising? This study aims at shedding light on the presuppositions involved in web advertisement in general and political ads communicated through the web in particular, and revealing the meaning(s) behind the political web ads

by linking between the picture, the language, the facts, and other pragmatic players that have roles therein.

In this study it is hypothesized that presuppositions are organic pieces in the structure and design of the advertised message, and a good understanding of them would result in a good insight into the meanings encoded therein. And also the very nature of the field of politics would encourage people interested therein to create their advertised messages in a way that makes them loaded with and heavily dependent on presuppositions.

To achieve the aims of the study and verify or reject its hypotheses, the following procedures will be conducted through reviewing theories of presupposition, its types, ways of testing it, and its triggers and realizations, exploring the concept advertisement in general and political web advertising/ads in particular, and analyzing the data selected from varieties of political advertisement events on the web.

It is hoped that this study will be of great value to those who are interested in web advertising, particularly, for those interested or working in politics, first, theoretically, because it enhances their background knowledge of pragmatics (especially in respect to presupposition), and second, practically, since it would help them know better about the language of advertising and the way it is constructed to attract the addresses.

The present study is limited to pragmatically analyze some of the **Political web advertisements** in terms of the potential presuppositions encoded therein and their triggers. The political advertisements are extracted from the internet.

Section Two: Theoretical Background

2.1. Introduction:

Advertising is one of the most important socio-economic activities in the modern world. Its impact is on the increase all over the world. Advertising has undergone tremendous changes with the winds of globalization. The present chapter outlines some basic concepts in advertisement, including definitions, purposes, types, and aims, then it talks about the web ads in particular, ending with political ads .

2.2. Etymology of Advertisement:

Goddard (1998:6) and Tyagi and Kumar (2004:2) agree that the root of the word 'advertisement' is originated from the Latin verb 'advertere', meaning "to turn to" or "to turn towards".

2.3. Advertisement's Definitions:

From communication perspective, Payam and Behboudi (2012:21) and vilanilam and Varghese (2004:4) define advertising "as an entity or concept which marketers be able to use to introduce products to the markets, mostly based on formerly created communication so to some people advertising is a process or organized method of communication " .

2.4. Advertising strategies:

Advertising strategy describes the way used for achieving the advertising objectives ; in this regard Trehan and Trehan (2007 :33) hold that 'advertising strategy' is of two types :-

1- Creative strategy: - it includes message design and development. In it, advertising copy is developed containing headlines ,slogans, illustration , layout ,etc.

2- Media strategy :- it includes media selection , media mix , and media scheduling. It pinpoints which type of ads should be used and what time the messages of the ad will be communicated .

Blakeman (2011 : 63) on the other hand states that there are some points that the advertiser must focus on :-

- 1- The effective specific vehicle that will reach the intended audience
- 2- The month , days ,times that the ad will appear
- 3- The proper position in which the ad will appear such as the front page in magazine
- 4- The ad length
- 5- The stage in the campaign when the vehicle should be used
- 6- The number of ads needed
- 7- The proper size or length of the ads.

2.5. Functions of advertising:

Commercially, the main aim which lies behind advertising is to achieve higher profits and to benefit from increased sales of the advertised products. Its basic function is to persuade the audience to make this purchase. Khan (2007:250) and Janoschka (2004:18) explain that no products can be sold without some market-oriented functions to be achieved , and he illustrates them in the following way: For him, advertising :

- 1- Creates demands,
- 2- Promotes marketing systems,
- 3- Helps middleman,
- 4- Builds images for the organization,
- 5- Makes customer aware for the price and attributes of the products leading to a greater sales,
- 6- Brings awareness in the masses,
- 7- Make consumer demand subject to assessment by marketing researches and advertising research,

- 8- Helps in expanding the market,
- 9- Helps the middleman to easily sell the products,
- 10-brings customers and sellers together, and
- 11-is economical when targeting at the masses.

2.6. Aims of Advertising:

Tyagi and Kumar (2004:18-19) and Batra et al (2006: 15) clarify that the object of advertising is usually to change or influence attitudes. Once provoked by attitude-change, people might be persuaded to buy product A instead of product B; or in terms of political ads, convincing people that certain candidate is the one that will enhance their future . However, these are not the only functions of advertising.

2.7. Types of ads:

In this concern, Green (2012:7) describes different types of ads depending on the type of information that is conveyed; so they divide two different types:-

1- Hard or informative advertising: - this type of advertising mostly represents newspapers; it conveys the information that is about quality, availability, product's price.

2- Soft or persuasive advertising: - on the contrary to the previous kind, this kind has nothing to do with any information about the price or the existence of the products but it connects the products with particular image or personality.

2.8. The Web Advertising:

The internet is an international network of millions of computers that allows us to access and transmit information (Price and Wix 2002:1, cited in Vurro 2009: 5) . Similarly, Brown (2006 :11) points out that internet is a global medium that serves its patrons as a commerce ,

research , contact , and also entertainment platform ,(i.e. internet) has become the latest mass medium.”

On this respect, Green (2012:7) elaborates that social network sites such as Twitter and Facebook can be considered as places for the more recent ads for some companies. These companies tend either to use these social sites or create special profiles for their to encourage people to buy their products by following their pages in order to receive promotion and get people know their updates on new products.

2.9. The Political Ads:

Speaking about political ads, Sidlow and Henschen (2009 :222) and Biocca (2013:46) argue that they are undertaken by or on behalf of a political candidate to make voters be familiar with the candidates and the candidate's view on the campaign issues . Political ads also may include advertising for or against policy issues. Within political ads they (ibid) mention that the concept of negative political ads can be undertaken for the purpose of discrediting an opposing candidate in voters eyes . Negative ads have two kinds of ads :issue ads and attack ads. Issue ad focus on flaws in the opponents' positions on issues.On the other side, attack ad is a negative political ad that attacks the character of an opposing candidate.

Section Three: Presupposition: Theoretical Background

3.1. Presupposition:

Griffiths (2006:143) states that presuppositions are the shared background assumptions that are taken for granted when we communicate.Gauch (2003:131), holds that presuppositions have the following properties: - (1) they are starting points, and (2) are not testable or provable, and (3) besides they are implicit and influential. So because

of these properties presupposition can be defined as an unstated assumptions or arbitrary starting points.

3.2. Presupposition Triggers: -

Concerning the presupposition triggers, which are as Levinson (1983:179) defines those "presupposition-generating linguistic items", i.e., a presupposition trigger is a construction or item that signals the existence of presupposition. Saeed (2009:108), Chapman (2011:35), Maienborn et al (2012:2434), Birner (2013:152) and Huang(2014:87) all agree that the following constructions form the presupposition's trigger :-

- 1- Factive verbs
- 2- Implicative verbs
- 3- Change of state verbs or aspectual verbs
- 4- Temporal clauses
- 5- Cleft structures
- 6- Iteratives
- 7- Manner
- 8- Restricted predicates of various categories
- 9- Quantifiers
- 10- Definite descriptions
- 11- Non-factive verbs
- 12- Intonation
- 13- Counterfactual conditionals

3.3. Properties of Presupposition:-

1.3.1. Constancy under negation :-

Huang (2012:63) and Archer (2005:296) define constancy under negation as a property of presupposition which dictates that a presupposition generated by presupposition trigger, remains in force

when the sentence containing that trigger is negated. For example, in uttering both of the following utterances:-

- The boy cried wolf again.
- The boy did not cry wolf again.

Both these sentences presuppose that the boy had cried before.

3.3.2 Defeasibility or cancellability:

Huang (2007:68) Huang (2012:84) defines defeasibility as "a term which is borrowed from law which refers to the property of a meaning, a proposition, in inference that can be cancelled or suspended". For example, in sentence:

- John's wife is often complaining.

We have a presupposition that John's wife is not always complaining, and we can override this presupposition if we add a phrase such as *in fact always* to the previous sentence , and the sentence would be:-

- John's wife is often, in fact always complaining.

3.3.3 The Projection Problem:

Schulz (2003:51-52) and Birner (2013:156) state that basically, this process of merging happened, because of the canceling or suspending of the presupposition of the context of the second clause.

A-The overt denial

B- Suspension

C- Embedding under logical connectives

D- Embedding under verbs of propositional attitude and reported speech

E- Sensitivity to background assumption

3.4. Presupposition as Common Ground:

A presupposition is what to be taken by the speaker to be part of the common ground, when making an utterance (Schlangen and Fernández, 2006:190). The hypothesis is that this can be generalized to the listeners

and their version of the common ground will be revealed by responding in a certain way (ibid). Tillmann (2014:24) explains that according to Stalnaker's explication:

"A speaker pragmatically presupposes P, if he/she believes that all members participating in his/her discourse accept P, believe that all accept P, believe that all believe that all accept P, etc."

3.5. Presupposition and Focus:

Lambrecht (1994:206) defines focus as the compliment of the topic, and uses this term as a convenient shorthand to refer to the status of certain sentence constituents which differed from topic expressions systematically in their pragmatic function and in their formal expression.

Washio (2006:83) argues that focal presupposition is a presupposition triggered by focus, Chomsky (1970, cited in Lambrecht,1994:207) defines presupposition of a sentence as " the information in a sentence that is assumed by the speaker to be shared by him and the hearer "; on the other side, Jackendoff (1972:230, cited in Lambrecht,1994:207) defines the focus of the sentence as " the information of a sentence that is assumed by the speaker not to be shared by him and the hearer ".

3.6. Stalnaker (1974):

Schiffrin et al (2001:84),Yuasa et al (2011:60) , hold that Stalnaker's (1974) view about presupposition is pragmatic in nature for in his works he argued that presupposition are not determined by truth or falsity values but by the common background beliefs and assumptions of interlocutors. Accordingly Stalnaker offered pragmatics-based definition of presupposition:

"A proposition B is a pragmatic presupposition of a speaker in a given context just in case the speaker assumes or believes that B , assumes his audience assumes or believes that B, and assumes or believes that his audience recognizes that he is making these assumptions" .

3.7. Presupposition and Speech act:

Stalnaker (1974:200) cited in Levinson (1983:179) relates the linguistics facts and items such as speech acts and their felicity conditions with the theory of presupposition when he states that:

"It is true that the linguistic facts to be explained by a theory of presupposition are for the most part relations between linguistic items or between a linguistic expression and a proposition".

Searle (1976) and Austin (1962) proposed taxonomy of five types of speech acts to classify speech acts into a broader categories referring to different things that we can do with language,(Archer et al,2012:39) . These dimensions are based on their fit with world, psychological state and above all the purpose of the illocution (illocutionary points). These five categories which are:

- 1) Searle's representative or assertive (Austin's expositive).These indicate speech acts that express speaker's beliefs that something is true .
- 2) Searle's commissives (= Austin's commissives) . This kind of speech act make the speaker commits him/ herself to do some future act.
- 3) Searle's directives (Austin's exercitives). These are speech acts whereby the speaker attempts to get the hearer to do something.

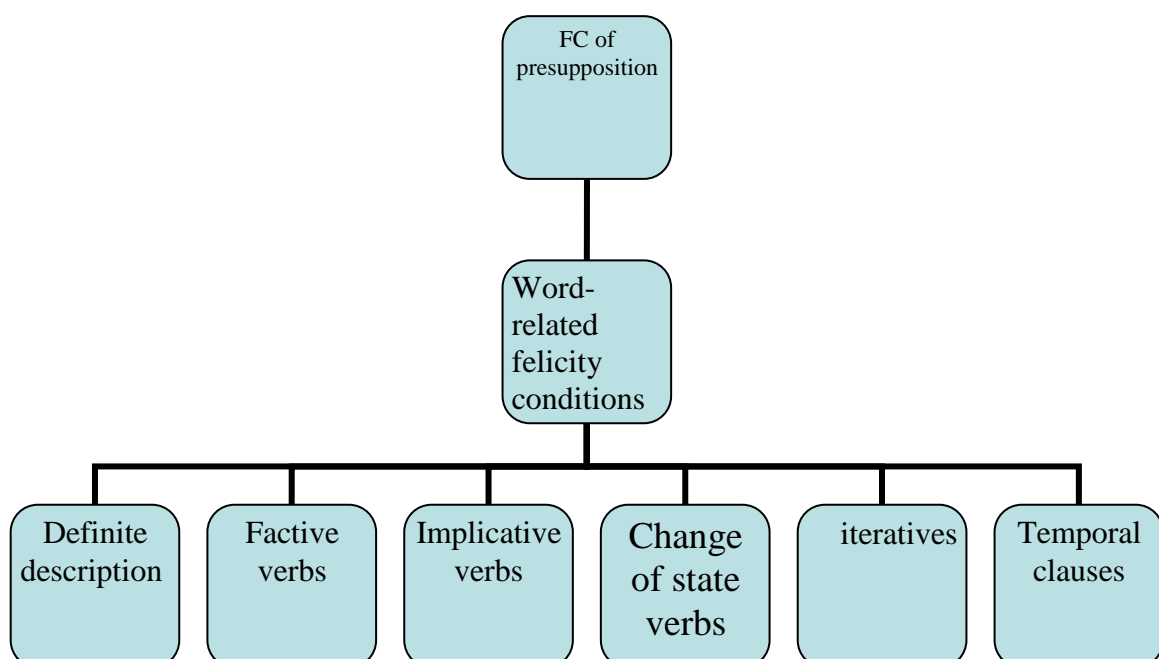
- 4) Searle's expressives (Austin's behabitives). These are speech acts where the speaker expresses a psychological state toward the hearer.
- 5) Searle's declarations (Austin's verdictives). These are speech acts that are changing the world by uttering something, i.e., 'declare the verdict that' something is the case.

3.7.1. Felicity Conditions:

Strzalkowski (1994:115) holds that the notion of felicity conditions is one of the most important pragmatic concepts; they are used to explain presupposition and speech act as they are. The appropriateness of linguistic data is explained by using felicity conditions.

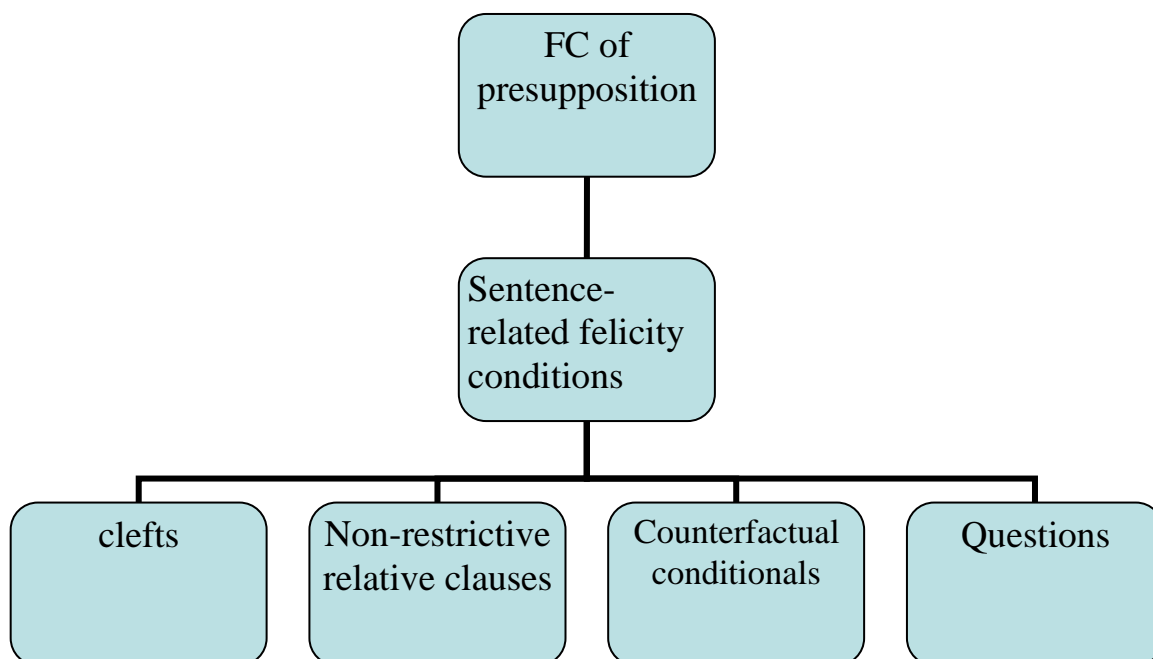
Strzalkowski (ibid) classifies the types of presupposition into two types of felicity conditions, which are the sources for presupposition:

- 1- Word- related felicity conditions: these are coupled with words such as "regret" and "the", these should be attached to each lexical items.



Tree diagram no.1 Word-related felicity conditions

- 2- Sentence- related felicity conditions: these are coupled with constructions, or types of sentences, these should be attached to grammar rules for sentences.



Tree diagram no.2 Sentence-related felicity conditions

Section Four: Data Analysis

4.1. Introduction:

This chapter is mainly devoted for analyzing data, the data are the political ads that are collected from the web, each ad will be analyzed separately, and eclectically following the models that are explained below, these are Stalnaker (1974), focal presupposition which is illustrated in this chapter and also in 3.7, trigger of presupposition in 3.4 , constancy under negation in 3.5.1, typology of speech act which are

found in the ads, and the felicity conditions that are found therein accordingly.

4.2. Data Description:

4.2.1 Data Selection:

Political advertisements vary in terms of the number and type of topics they are related with. The issues of terrorism and the Islamic State of Iraq and Syria are the most topics that preoccupy not only the politician as a leader or actor, but also even those not interested in politics especially in the present time in our country. On the other hand the presidential election in America that will be held in 2016 and all the candidates' campaigns those are taking place at this time also in America. Passing through readings and for limitations of effort, space and time, the researcher finds it appropriate to focus on the topics of terrorism, the American presidential election, the phenomenon of Islamophobia and also of the problem of nuclear weapons.

4.2.2. Data Size:

The corpus contains sixteen ads: eleven ads about the American presidential candidates' campaigns, two ads about the phenomenon of Islamophobia, one about the nuclear weapon and finally one politic ad about Israel and Jihad. These ads are basically extracted from the internet. The ads are approached from two points of view of many different speakers. The eclectic model according to of Stalnaker (1974); the one the researcher uses in the present study.

4.3. The Analysis:

AD no1:



"Hillary Diane Rodham Clinton (born October 26, 1947) is an American politician who served as the 67th United States Secretary of State under President Barack Obama from 2009 to 2013. She is the wife of the 42nd President of the United States Bill Clinton; she was First Lady of the United States during his tenure from 1993 to 2001. She served as a United States Senator from New York from 2001 to 2009, and is a candidate for President of the United States in the 2016 presidential elections".

(https://en.Hillary_Clinton.org)

"Ready For Hillary is donating to its Twitter, Instagram and Facebook accounts for getting out the vote for Hillary Clinton who is running for to be the American president in 2016: Ready for Hillary has 145,000 Twitter

followers, 26,700 followers on Instagram and close to 2.2 million fans on Facebook".

(<http://www.politico.com>)

The presupposition here is triggered by the use of the name Hillary which by itself presupposes the existence of this person in the real world. If we analyzed this ad according to the tests, we may start with constancy under negation in which we negate the utterance, and it will be: I'm not ready for Hillary which also presupposes that this person HILLARY also will run for the presidential campaign and she is running for the next campaign, so the presupposition here still true in spite of the fact that this sentence has contradictory meaning to the original one.

The second test here which is the defeasibility, in which we may cancel the presupposition as in the following question:

I don't know that I'm ready for Hillary.

Here the presupposition is canceled, the use of the verb "know" as a trigger does not relate to the truth condition of the containing sentence; however it relates to the commonly held general assumptions which is when the interlocutors do not know something, they cannot be taken to verify its truth.

Concerning the third test which is the projection problem, here we don't have any problem because we don't have here any complex sentence that would prevent the presupposition from not projecting to all its part.

Concerning the pragmatic presupposition, we may see this ad as a positive one; it is presupposed here from the utterance **Hillary 2016** that Hillary Clinton is running for the presidential election of America 2016. According to Stalnaker the speaker in this context assumes or believes that Hillary is running for the presidential campaign in 2016, and he

assumes that his audience knows about Hillary that he assumes that his audience believes and knows about the speaker's assumptions. In the utterance **I'm Ready for Hillary**, it is presupposed that the speaker here is going to vote for Hillary, and he believes that he is going to vote for Hillary; also the hearer believes that he is going to vote for Hillary, and the speaker believes that his audience knows about the speaker's assumptions.

Another point of view in which we may see this ad as a negative one, and the voice of those who hate Hillary is obvious, so when they say ready for her means that they will fail her in the elections and let her down.

The truth is that the advertiser's voice is there, who regards this ad as a positive one, but the people would take it from a negative view point since most of the American people have a bad idea about Hillary and her ex-American president Bill Clinton. The kind of this ad can be regarded as the World Wide Web page, which is made for Hillary herself to give useful information about her.

As for the theory of the common ground, we have three possibilities that would determine our response, these are:-

- 1- If it is already part of the addressee's version that Hillary Clinton will run for the American president in 2016, here the addressee will simply accept this fact,
- 2- If it is not yet a part of the common ground that this person will run for the American president in 2016, here the listener should also accept this fact and pretend to make this assumption, but
- 3- If the addressee has information that contradicts the utterance, for example he knows that this person will not run for the American

president in 2016, here the addressee will reject this presupposition explicitly.

But the truth is, in today with the availability of such a huge media (particularly in web) it is impossible that the American election and such a famous candidate will pass unnoticed.

The focal presupposition here is: Ready and Hillary. Since it is the new information in the utterance, the effect of the assertion is to assert that the speaker is ready for Hillary who is running for the presidential campaign in 2016 to be the president of the United States. Chomsky asserts that under normal circumstances the capitalized word receives more stress which means Ready and Hillary. So the presupposition is that:

- the speaker is ready for someone, and
- The speaker will do something for Hillary.

This type of speech act is:

- 1- commissive: in the word 'ready', for we presuppose that the speaker implicitly commit himself to vote for Hillary in 2016 by saying I am ready for Hillary .

We can classify the type of presupposition here depending on the type of felicity condition in which we have:-

- 1- Implicative verb: "Ready for" in which the utterance implies that the speaker will do something for Hillary to be the president and this is word-related felicity condition.

Ad no2:



" The Islamic State of Iraq and the Levant (ISIL), also known as the Islamic State of Iraq and Syria (ISIS, /' aɪ sɪ s/) or the Islamic State of Iraq and ash-Sham, Islamic State (IS), or Daesh, is a Salafi jihadist extremist militant group and self-proclaimed Islamic state and caliphate, which is led by and mainly composed of Sunni Arabs from Iraq and Syria. As of March 2015, it has control over territory occupied by ten million people, in Iraq and Syria, and has nominal control over small areas of Libya, Nigeria and Afghanistan".

(https://en.Islamic_State_of_Iraq_and_the_Levant)

The use of the verb 'stop' here which is one of the change of state verbs, that are regarded as one of the presupposition triggers. Besides the definite description ISIS GANGS presupposes the existence of these gangs in the world, and this is also another presupposition trigger.

The presupposition can be tested here by the negation, by which we may say:

- Don't stop supporting ISIS.

We can see that the presupposition is preserved here because it also presupposes the existence of ISIS gangs, and there are some people who support these gangs.

If we want to cancel this utterance we may say:

- Stop supporting ISIS GANGS, in fact they are not gangs.

Here, the ISIS gangs are not gangs any more, the presupposition is vanished here. This presupposition is explicit one because the utterance here contradicts the presupposition by adding some linguistic items.

This defeasibility does not give rise to projection problem because we don't have any complex sentence here.

The pragmatic presupposition in the utterance **STOP SUPPORTING ISIS GANGS** is that, the speaker here is talking to those who support the ISIS Gangs and ordering them to stop support the ISIS. Here the speaker assumes that there are some people who support ISIS, and he also assumes that the reader also believes that there are people who support them in spite of their being terrorist gangs, besides the speaker also assumes that the reader knows that he is making these assumptions. It is the people who are speaking now, especially in Iraq and Syria. As for the kind of this ad, it can be regarded as World Wide Web page ad, because it is designed to attack these gangs.

As for the theory of the common ground, we have three possibilities that would determine our response, these are:-

- 1- If it is already part of the addressee's version that these gangs are already existed and there are some people who support them, here the addressee will simply accept this fact,

- 2- If it is not yet a part of the common ground that these gangs are already existed and there are some people who support them, here the listener should also accept this fact and pretend to make this assumption, but
- 3- If the addressee has information that contradict the utterance, for example he knows that that these gangs are not existed and no one supports them, here the addressee will reject this presupposition explicitly.

Focal presupposition: ISIS GANGS.

Here the speaker focuses on the ISIS GANGS, because since they are gangs but there are people who support them in what they are doing, so this utterance is said when the speaker discussing whom those people are supporting. The red font that is used in writing it is a signal to the reader to assert the danger of those gangs.

Concerning the type of speech act, we have:

- 1- Directive: stop.

Because it is presupposed that the speaker attempts to get the hearer to stop supporting ISIS GANGS , and in using the verb 'stop' he is ordering the hearer , consequently the act of ordering is one of the directives according to the typology of Searle and Austin.

We can classify the type of presupposition here depending on the type of felicity condition in which we have:-

- 1- Change of state verbs: "stop" in which the speaker request the people to stop supporting ISIS gangs and this is word-related felicity condition.
- 2- Definite description: ISIS GANGS, means that there is gangs in the real world which are called ISIS, and this is also word-related felicity condition.

5.1 Conclusions:

On the basis of the analysis conducted by this study and the findings arrived at, the following conclusions can be drawn:

- 1- The kind of argument, and/or proposition that presuppositions can potentially trigger for interlocutors in a communicative event like political web ads are many, they could be through using some words that are regarded as the presupposition trigger like factive verbs or iteratives, etc. Also using the negative mood which is one of the ways that are used for testing presupposition or it could be through questioning the addressee. It could also be through using speech acts like requesting, warning and promising or reminding the readers about some facts that happened in the past, this verifies the first hypothesis.
- 2- The addressee can link between the picture and the fact in the reality through his background information, beliefs and the shared knowledge and assumptions that are already existed in his mind throughout his observations.
- 3- The strategies that are used by the politician in making their political ads in away which would serve their purpose, due to the nature of politics so they can make positive or negative ads, they may attack their opponents or promote for a candidate, which would make the ad full of presupposition, this verifies the second hypothesis.

- 4- There would be more than one interpretation for the message conveyed through the language that is used and the graphics as well, these interpretations could be pragmatically or semantically. Pragmatically from the addressee's perspective or the advertiser's one or it could be from the perspectives of both of them, as we have seen according to Stalnaker (1974). Semantically through the type of the trigger that is already used in a specific ad.

- 5- The addressee could find out that there are certain linguistic and contextual clues that are already available mainly to help him to recognize and identify the type of presupposition that is implicit in the political ad, for example focusing on one or more than one word or the whole sentence would be considered as focal. Moreover the strategies that are used to identify these types are using capital letters, colors, the font size, or italicizing the focal words, etc. This verifies the first hypothesis.

- 6- The virtual context plays an important roles in carrying out the presupposition in web advertising, i.e. through using the triggers, negation, or focusing upon words, the addressees may recall what they already kept in their minds which they already knew from the reality and link these recalled information or knowledge with the words or the graphics that are used in web ad. Even if the readers have no idea about the information that is presented in a certain ad, once they read the ad, certain assumptions or beliefs are going to come in their mind and the presupposition in this way is also going to be carried out.

- 7- There no difference between the presupposition that we make in our daily communication, and the presupposition that we make in reading any ad, if it is political one or not.
- 8- All the models that are used in analyzing the data have demerits, so the researcher analyzed the data eclectically to cover the topic from its important sides.

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تحليل تداولي للافتراضات المسبقة في الإعلانات السياسية على شبكات

الأنترنت

(الافتراض، الاعلان، السياسي)

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المستخلص

هذه الدراسة هي تحليل تداولي للإعلانات السياسية على شبكات الانترنت، وتستند بالمقام الأول على الإعلانات التي جُمعت من الإنترنت، وتحليلها وفقاً إلى الافتراضات المسبقة التداولية، لإخراج معنى الإعلان، وكشف النوايا المحتملة، أو المعرفة المشتركة التي تقف وراء اللغة و الرسوم البيانية. بمعنى أضيق تتناول هذه الدراسة إمكانية تحديد الافتراضات المسبقة كنوع من أنواع الإستدلال التداولي .

واحدة من أهداف هذه الدراسة هي تناول مفهوم الافتراض المسبق الذي يتم تحقيقه في أنواع مختلفة من الإعلانات في وسائل الإعلام بشكل عام و الإعلانات السياسية على وجه الخصوص. هذا المفهوم يمكن أن يساعد القراء في وضع افتراضات حول وجود بعض المعلومات التي لم تصدر صراحة مما قيل وإنما أستخلصت مما قيل. يمكن إعتبار هذا المفهوم كجزء لا يتجزأ لأنواع التواصل الإنساني. ومع ذلك فإنه يستخدم في الإعلانات بشكل خاص كوسيلة لجعل الحقائق المقدمة حقائق مقنعة على قدر الامكان.

وتهدف هذه الدراسة الى تسليط الضوء على الافتراضات التداولية المسبقة وذلك بتحليل اعلانات انترنت سياسية محددة، وكشف المعاني الي تقبع وراء هذه الاعلانات ، وذلك بالربط بين الصور، اللغة ، الحقائق وغيرها ، والتي من الممكن ان ترى كمعرفة مشتركة بين المعلن و جمهوره.

من المفترض إنه (١) هناك مجموعة من الخصائص التي يمكن استخدامها في تحديد الافتراض، وهذه الخصائص تستخدم كإختبارات لكشفه ايضاً، (٢) لا يوجد فرق ملحوظ بين الافتراض الذي يتم تحديده في تواصلنا اليومي و بين الافتراض الذي يحدده القراء في الإعلانات السياسية ، و (٣) سلوك الخصائص اللغوية و المعجمية ممكن ايضاً ان يكون له اساساً تداولياً غير الخصائص التداولية وذلك بسبب تأثير متطلبات السياق، واضعاً في نظر الاعتبار إعتبارات الموضوع.

وإستناداً إلى نتائج تحاليل البيانات على النماذج المتبناة، ظهرت عدة نقاط بارزة، ومن أهم الإستنتاجات هي: من خلال تحليل ١٦ إعلان سياسي مختار، تبين ان للنماذج المستخدمة في التحليل لديها عيوباً وهذا ما جعل الباحث يحلل البيانات إنتقائياً. و وجود مفهوم الافتراض في كل انواع تواصلنا سواء أكان لفضياً ام غير لفظي، وهذا ما يجعل التواصل مفهوماً و ناجحاً في نفس الوقت. بالإضافة الى هذه الاستنتاجات، بعض من التوصيات والاقتراحات لمزيد من الدراسات مثبتة في نهاية هذه الدراسة.