

## An analysis of types of presupposition in TIME magazine advertisement

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20408557&lokasi=lokal>

---

### Abstrak

This research studies about the types of presupposition in TIME magazine and the writer want to find out what is the most dominant types of presupposition that used in TIME magazine. The data are taken from TIME magazine from from the advertisement that is published in TIME magazine. From 06, 13, 20 April and May 2009. descriptive quantitative analysis is intended to describe and findings the moist dominant types of presupposition used in it. In this research the writer collected the data by reading the advertisement in TIME magazine and underlining the advertisement. The data are analyzed by identifying the presupposition based on the types. After analyzing the data, the writer finds that the most dominant types of presupposition used in TIME magazine. Existential presupposition is the presupposition that the assumption assumed to be committed to the existence of the entities names bya the speaker and assumed to be present in the noun phrase.