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PHIL307

Assignment #8: Presupposition in Advertising

1). A). Advertisement for Healthy Butter Alternative: "I can't believe it's not butter!"

B). The advertisement uses the factive verb "believe" alongside "can't" to presuppose that the product is very much, if not identical, to the taste and feel of butter despite being a healthier alternative. It asserts that it is not butter, though very similar.

C). Question Test: "Can you believe it's not butter?" allows the presupposition that the product is very similar to butter despite not being butter to survive.

D). The presupposition contributes to the advertisement's goal of making their healthy butter alternative indistinguishable to regular butter. This would make the viewer more likely to buy their product, as the substitute is identical to the taste and feel of butter but healthier.

2). A). Wheaties: "Wheaties, the Breakfast of Champions"

B). The use of definite article "the" implies that there is a single breakfast of champions. Furthermore, it asserts that Wheaties are the sole breakfast fit for champions.

C). Question Test: "Is it the breakfast of champions?" maintains that there exists a breakfast that is fit for champions.

D). By presupposing that there exists a sole breakfast fit for champions, Wheaties successfully positions their product as desirable by associating it with winning and victory. On top of broadening its product's appeal by making its consumers "winner", it implies that other breakfast brand options are not as good.

3). A). State Farm: "Like a good neighbor, State Farm is there"

B). The analogy created between State Farm and a good neighbor presupposes that State Farm is as friendly and dependable as your next-door neighbor. It asserts that State Farm is there for you.

C). Negation Test: “Like a good neighbor, State Farm is not there for you” maintains that State Farm is reminiscent of a good neighbor, even if the full claim doesn’t support prototypical friendliness.

D). The presupposition advances the notion that State Farm is very dependable and friendly as if were a neighbor who is a moment away. This contributes to the advertiser’s goal of making the insurance company seem almost like family and very dependable if help or backing of any time is needed.

4). A). Advertisement for Bitcoin: “It is us who will mold the future; fight the market, buy Bitcoin”

B). The use of cleft sentences presupposes that there is some entity that will mold the future. By the context of the advertisement, it is those who buy and use cryptocurrency, specifically Bitcoin, who will be arbiters of the future and progress.

C). Question Test: “Who is it that will mold the future?” maintains that there exists somebody or some people who will mold the future.

D). The presupposition contributes to the advertisement’s goal of calling the viewer to action and making them feel like an active agent in producing a more progressive and desirable future. This makes the viewer more likely to buy cryptocurrency, as they would want to be a part of a movement towards progress and shaping the future world.

5). A). ULTA: “Start treating your skin right with ULTA”

B). The use of a presuppositional predicate “start” implicates that the person is not treating their skin right at this moment. It asserts that using ULTA is a method to treat your skin well and healthily.

C). Negation Test: “Do not start treating your skin right with ULTA” maintains the presupposition that a person is currently not treating their skin right.

D). The presupposition advances the goal of calling the viewer out for not treating themselves and their skin adequately to motivate them to begin skin treatment at this moment. The product is viewed as the solution and remedy to their current oversight, making it even more attractive and marketable.