

TABLE OF CONTENT

	Page
Inside Cover Page	i
Inside Title Page	ii
Declaration Page	iii
Dedication Page	iv
Motto	v
Advisor's Approval Sheet	vi
Examiner's Approval Sheet	vii
Acknowledgements	viii
Table of Contents	x
Abstract	xii

CHAPTER 1 INTRODUCTION

1.1. Background of the Study	1
1.2. Problem of the Study	7
1.3. Objective of the Study	7
1.4. Significance of the Study	7
1.5. Scope and Limitation	8
1.6. Definition of the Key Terms	8

CHAPTER 11 REVIEW OF LITERATURE

2.1 Pragmatics	10
2.2 Presuppositions	11
2.3 Advertisements	12
2.4 The Types of Presuppositions	13
2.5 The Functions of Presuppositions in Advertisements	16
2.6 Relevant Theory.....	18

CHAPTER III RESEARCH METHOD

3.1 Research Design	19
3.2 Data and Data Source	19
3.3 Research Instrument	20
3.4 Data Collection	20
3.5 Data Analysis	21

CHAPTER IV FINDINGS AND DISCUSSIONS

4.1 Findings	26
4.1.1 The Types of Presuppositions in Mobile Phone Advertisement:	26
4.1.1.1 Existential Presupposition	27
4.1.1.2 Factive Presupposition	29
4.1.1.3 Lexical Presupposition	31
4.1.1.4 Structural Presupposition	33
4.1.2 The Functions of Presuppositions in Mobile Phone	
Advertisements	35
4.1.2.1 Implicit Competition	36
4.1.2.2 Causing Readers to Consider the Existence of the Prod	
or Services	37
4.1.2.3 Making the Advertisement Short and Memorable	37
4.2 Discussions	46

CHAPTER V CONCLUSIONS

Conclusions	52
--------------------------	-----------

REFERENCES

APPENDICES