



## Understanding Advertiser's Intention: The Analysis of Presupposition Triggers in Advertisement

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### ABSTRACT

Through language used in an advertisement, the advertiser tries to manipulate the audience's minds to buy a particular product or service. One of the strategies to reach their goal is by employing presupposition. The presupposition is claimed to be able to give persuade potential consumers as well as to make the advertisement economic, as the information is concisely presented. This study aimed to investigate kinds of presupposition triggers employed in five videos of cosmetic advertisement namely SK-II. The videos were transcribed and selected the potential presupposition. The results showed that out of thirteen presupposition triggers proposed by Levinson, as many as ten presupposition triggers exist in the videos. They are existential presupposition (definite description/pronoun) lexical presupposition (factive, implicative, iterative, change of state verbs, temporal clauses), structural presupposition (cleft sentence, comparison and contrast, non-restrictive relative clause, and question). Presupposition triggers called implicit cleft with stressed constituents, verbs of judging, and counterfactual conditionals did not appear in the selected advertisement videos. Existential presuppositions (definite descriptions and pronouns) were found to be the most frequent presuppositions triggers employed in the advertisement videos. In terms of the function of presupposition triggers for advertisement, this present study concluded that the presupposition meets the function of persuasion, concealment function, emphasis function, and self-protection function. It is hoped that this study will uncover the message employed in the advertisement, and help the reader understand the intention behind the language used in advertising so that they would be a wise consumer in deciding what products should be bought.

**Keywords:** Presupposition triggers, advertisement, persuasive function



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## 1. INTRODUCTION

### 1.1. Introduction

Language is never neutral. It works based on the ideology, socio-political, intention of the writer and language receiver (Kuo, 2014; Zhang, 2015). The intention was reflected either explicitly or implicitly in the way they write a literary work. The language used by the textbook writer is different from what is used by advertisement scriptwriters. This is due to their goals and language receiver are different. A textbook writer aims to give information to the readers. Meanwhile, an advertisement scriptwriter that is hired by a particular company wants to persuade their potential consumers to buy their products.

In order to make an effective advertisement, the advertiser needs to consider what kind of linguistic strategy should be employed to attract people's attention and drive them to buy their product. One of the ways is by doing pragmatic presupposition. The pragmatic presupposition is a way to deliver utterances without explicitly stating what we are trying to say. This kind of strategy is claimed to provide a persuasive function in the advertisement as well as make the advertisement economic (Bouso, 2012).

As a language act, presupposition in an advertisement also various functions and roles. Ge (2011) identified eight functions of a pragmatic function of presupposition in English. Those functions are conciseness function, interestingness function, enlargement function, emphasis function, euphemism function, concealment function, persuasion function, self-protection function. Meanwhile Hardin (2001), in her study classified some roles of presupposition in an advertisement, they are presupposition to presuppose audience's habits and activities; to presuppose audience's desire to change; to presuppose audience's feeling, need, and action' to presuppose audience's reaction; and to presuppose uniqueness, superiority, and improvement of products. This function and role are triggered by particular words, phrases, and clauses that follow the particular presupposed sentences. Those words, phrases, and clauses that are typically generated by the presence of presupposition in the utterance are called presupposition triggers.

### 1.2. Research questions

This study aims at answering the following questions: (1) what are the presupposition triggers that appeared in the selected advertisement videos? (2) What are the functions of presuppositions that appeared in the selected advertisement videos?

### *1.3. Significance of the study*

Through analyzing the presupposition triggers using Levinson's classification of presupposition triggers, this study is hoped to build awareness upon the consumers about the language used in the advertisement and help people to be wise language users. In addition, theoretically, this study is hoped to give a contribution to the development of further research related to the pragmatic field.

## **2. METHODOLOGY**

### *2.1. Research Design*

This research employed a descriptive qualitative design. As stated by Merriam, qualitative research is employed to get an understanding of the particular phenomenon in a particular context (Merriam, 2009). This research aimed to describe the presupposition function stated in an advertisement by analyzing the presupposition triggers of the utterances.

### *2.2. Samples/Participants*

The data were presented in the form of words. The data were taken from the utterances in cosmetics advertisement that was obtained in the form of videos. These videos were taken from YouTube channel of the cosmetic brand called SK-II. As many as 5 videos were selected. This selection was done under the consideration of the potential presupposition stated in the videos.

### *2.3. Instruments*

Some linguists have made a classification of presupposition triggers. Karttunen's (in Levinson; 1983) categorized the presupposition triggers into thirty-one kinds of presupposition. Meanwhile, Levinson (1983) as rooted from Karttunen's study had listed thirteen presupposition triggers. They are definite descriptions, factive verbs, implicative verbs, change-of-state verbs, iterative, verb of judging, temporal clause, cleft construction, implicit cleft with stressed constituents, comparisons and contrasts, non-restrictive relative clauses, counterfactual conditionals, and questions. Yule (1996) has categorized presupposition triggers into six groups namely existential, factive, non-factive, lexical, structural, and counterfactual presupposition. However, this research will adapt the classifications of presupposition triggers by Levinson (1983) with little adjustment. To make it clearer, the classification of presupposition triggers of the present study is shown in Table 1.

**Table 1. Classification of Presupposition triggers**

<b>Presupposition Triggers</b>	<b>Classification</b>	<b>Examples</b>
Existential	definite description/ Pronouns	Has, your, mine, any definite noun phrase
	Factive verbs	Know, realize, regret, be glad that.
	Implicative verbs	Manage, forget, avoid, .....
Lexical	Iterative verbs	Restore, return, come back, ....
	Change-of-state verbs	Stop, begin, continue, ...
	Verbs of judging	Praise, accuse, criticize, ....
	Temporal Clauses	After, during, whenever, when, as ....
	Cleft sentence	It is/ wasn't .... that/who ....
Structural	Implicit cleft with stressed constituents	The use of stress such as bold types, underline types, upper-case, etc.
	Comparison and contrasts	More than, as much as, comparative constructions....
	Counter-factual conditionals	Conditions contrary to facts
	Non-restrictive relative clauses	Who, which, when, where ....
	Questions	Yes/no questions, rhetorical questions, wh- questions

#### 2.4. Data analysis

Those videos then were transcribed by the researcher. Then these transcriptions were coded to find the utterances that contained potential presupposition. The utterances with potential presupposition then were analyzed using the theory of presupposition triggers proposed by Levinson (1983) to identify the speakers and company's intention in making such utterances.

### 3. FINDINGS AND DISCUSSIONS

#### 3.1 Findings

The data analysis was done to 5 advertisement videos. From that analysis, it was found that there are 10 kinds of presupposition triggers stated in the advertisements. The detailed number of each presupposition trigger is presented in the following table.

**Table 2. Presupposition Triggers in the Advertisement Videos**

No.	Presupposition triggers	Frequency
1.	Definite description/ pronoun	93
2.	Factive	1
3.	Implicative	1
4.	Iterative	3
5.	Change of state verbs	9
6.	Verbs of judging	0
7.	Temporal Clauses	8
8.	Cleft sentence	2
9.	Implicit cleft with stressed constituents	0
10.	Comparison and contrast	2
11.	Counter-factual conditionals	0
12.	Non-restrictive relative clause	3
13.	Question	4

Given is a table showing the type of presupposition triggers that appear in the advertisement videos of SK II. Out of thirteen presupposition triggers proposed by Levinson, as many as ten presupposition triggers exist in the videos. They are definite description/pronoun, factive, implicative, change-of-state verb, iterative, verb of judging, temporal clauses, cleft sentence, comparative construction, non-restrictive relative clauses, and questions. The most frequent presupposition trigger in the advertisement video of SK II was definite description/pronouns which are responsible for 93. Meanwhile, implicit cleft with stressed constituents, verbs of judging, and counter-factual presupposition triggers were not found. The following section discussed the further analysis of some examples of presupposition triggers that appeared in the selected advertisement videos. Meanwhile, all the utterances that contain potential presupposition are presented in the appendix.

##### 3.1.1 *Definite description/ Pronouns*

Definite description presupposes the existence of a particular thing or activity. Therefore is characterized by the presence of noun phrases and possessiveness, as well as the verb that describes the presence of particular entities. The SK-II advertisements have a large

number of this kind of presupposition, especially the ones that indicate possessiveness. Here is only given one example of those to discuss it in more detail analysis.

(5) We eliminate show-off and unnecessary elements.

>> There is the existence of show-off and unnecessary elements

The verbs “eliminate” makes the potential consumer believe the existence of show-off and unnecessary elements and it was eliminated by the use of SK-II products. Besides, this advertisement used a large number of pronouns your and you. It indicates that the advertiser tries to build a strong relationship with the potential consumers. The presence of possessive pronouns also indicates that the advertiser presupposed audiences’ habits and activities. This, somehow will manipulate the audience’s minds to receive what is being said as they take the information for granted.

### 3.1.2 *Factive*

The presupposition triggers analysis to SK-II advertisement has found only one factive presupposition. The utterance is described as follows:

(1) Akita is also known for having the most beautiful women in Japan.

>> Akita has beautiful woman

By the use of presupposition triggers “known” this utterance tries to show the fact that in a particular district in Japan namely Akita, live beautiful women. In the video of this advertisement, the advertiser brings the consumers to the fact that their product has been developed from research conducted to the women in Akita. Therefore by bringing this kind of fact, the advertiser tries to give proved that their products will potentially give improvement to the consumers’ skin as beautiful as women in Akita district. This kind of presupposition fulfills the function of persuasion function. The advertiser tries to persuade the potential consumer by bringing the fact as the precondition about the product.

### 3.1.3 *Implicative*

This type of presupposition trigger appears once in the advertisements. An implicative presupposition is usually triggered by the existence of some lexical items including avoid, forget, dream, figure out, pretend, etc. The presupposition of the utterance followed by one of those lexical items is assumed to be false. Here is the utterance in the SK-II advertisement that is categorized as the implicative presupposition.

(2) I’m still trying to figure it out how to balance family life and work

>> Her family life and work is not balance

Implicative Presupposition helps the advertiser to provide precondition information that is opposite to the present condition. The lexical “figure out” indicate that the speaker is still in the opposite condition, therefore she is trying to find out the way to reverse her condition.

This type of presupposition tries to presuppose the speaker’s need employing the lexical item “figure out”. The advertisement describes the bad condition of speakers' life that had trapped in the crazy fashion world. She described how terrible it was that she could not manage her family and work-life due to her profession as a model. As we know that fashion and entertainment world demand a good appearance, and she was not really confident in her appearance as she has been a mother.

#### 3.1.4 *Change of State Verbs*

Change of state verbs indicates there is a change or switch from one thing or condition to other things or conditions. This presupposition is characterized by the existence of some verbs such as stop, begin, continue, go, take, leave, start, etc. This presupposition trigger frequently appears in SK-II advertisement. The following discussion is one of the examples.

(4) My colleagues started noticing something different.

(a) >> They did not aware of the speaker’s change before.

(b) >> There was something different to the speaker

The speaker talked about her friends that recognized her skin change. The verb “start” indicates the switch from did not aware to aware that something was looked different. This presupposition tries to lead the audience or the potential consumers to have the desire to change as what is described by the speaker in the advertisement. She told that people begin to notice and asked about the difference in her skin. She was enjoying it as she loved being the center of attention. By using presupposed utterance of change-state-verbs, the advertiser builds up potential consumers’ belief that attention from other people will be got only when people notice something different from you. Therefore they invite their potential consumer to have a change with them, to have good skin through SK-II products.

#### 3.1.5 *Iterative Verb*

Iterative means repetition. Therefore this kind of presupposition is triggered by the lexical item such as repeat, restore, reestablish, again, too, come back, step back, etc. Those triggers give information about the previous existence of a particular thing or the previous action of the speaker. A detailed explanation of the iterative presupposition that appears in the SK-II advertisement will be presented in the following example.

(3) I’m definitely ready to step back into the spotlight.

>> She had been in the spotlight once.

The iterative verb "step back" was chosen by the speaker in the advertisement to give precondition that the speaker had been in the spotlight once, but due to some reasons, it stopped. Because of being a mother, the speaker's life had changed and messed up. She could not balance the life of family and work. She was not confident anymore to appear on television due to her aged skin. Then she took a challenge from SK-II to try the products. Then it changes her life. Her confidence was back, and she felt like her skin reserved as her 18 years old - the time when she reached her popularity. Therefore she was ready to appear on television confidently.

The context of the advertisement describes the life of the speaker before and after using SK-II products. This trigger tries to presuppose the speaker's desire to change to a better life as a result of using SK-II. This desire for change-message is delivered by the advertiser to the potential consumers through this presupposition. The advertiser intends to invite potential consumers to experience having good skin that can bring them to their spotlight.

### 3.1.6 Temporal Clauses

This presupposition trigger gives the link between two situational utterances. This presupposition is triggered by the temporal conjunction such as before, after, during, so far, whenever, halfway, etc. In SK-II advertisements there are several temporal presuppositions appear. Here is the example.

(8) The two women from the Akira study, after switching to SK-II products and using it for one year, their skin condition was reserved by nine to ten years.

>> Studied woman from Akira study had switched to SK-II products.

By using the temporal conjunction to connect the two events, the advertiser tries to manipulate people's minds that one thing is to happen as the effect of another thing. The temporal conjunction after above indicates that the first clause has a temporal relationship with the second clause in which the first clause (the one that follows "after") happened first. It showed that their skin experienced improvement as the effect of using SK-II products. It fulfills the self-protection function of presupposition advertisement. It praises the value of the advertised product and builds a desire to the audience to change their products to this product.

### 3.1.7 Cleft construction

Cleft construction is defined as a complex sentence that expressed a simple meaning. Bieber, et. al (1999) stated that two kinds of cleft sentences create presupposed utterances. They are it-cleft and wh-cleft. It-cleft is characterized by the presence of "it" followed by "be" then the focused elements, and end up by the relative clause. Meanwhile, wh-cleft construction

is followed by wh-clause and then followed by “be” and the focused elements. The presupposed sentence is the focused element (Khaleel, 2010). Here is the example of cleft construction employed in the SK-II advertisement.

(11) What kind of skincare I was using.

>> The speaker was using skincare.

The focus element of the above utterance is “skincare”. Therefore the pre-condition of the utterance is that the speaker was using skincare. This type of presupposition presupposed the activities of the speaker. The advertiser tries to emphasize that the speaker that played a role as the testimony of the product- experienced good things after using the product as their friends started to wonder about the skincare that makes her skin look beautiful.

### 3.1.8 Comparative Construction

This syntactical level of presupposition is characterized by some conjunctions that indicate the comparison and contrast relation between two clauses. Those conjunctions include more, better ... then, most, compare to, etc. Here is the example of comparison presupposition that is employed in the SK-II advertisement.

(9) When compared to growing flowers, Pitera not only provides water to the flowers but also roots that make that beautiful flower bloom.

>> Unlike other growing flowers, Pitera provides water both to the flower and roots.

This presupposition is intended to presuppose the uniqueness and superiority of SK-II product compared to other cosmetic products. SK-II uses a natural ingredient called Pitera. The benefits of Pitera were described by the advertiser by using this kind of presupposition. Comparing the product with other cosmetic products is a form of persuasive act. The advertiser manages to survive in the competition with other cosmetic brands.

### 3.1.9 Non-restrictive relative clauses

It is stated by Levinson that there are two kinds of relative clauses, restricted and non-restricted clauses. However, the one that triggers the presupposition utterance is the non-restricted clause (Levinson; 1983). It is characterized by the existence of relative clause conjunction such as who, when, where, etc.

(10) The Akita study proved for the first time the five elements that were critical for maintaining the skin’s beauty over the years

>> There were five critical elements for maintaining the skin’s beauty over the years.

The speakers used the trigger “that” to provide additional information about the things it refers to (Azkhaf & Sholikhah, 2017). The speaker mentioned the five elements as the proof of Akira

study. By employing the conjunction “that”, the speaker added information about the five elements that are essential and critical to maintaining the skin condition over the years.

This presupposition utterance tried to give presupposed action done by the speaker. They had conducted a study about beauty in Akira and used it as a consideration to produce the SK-II product. The additional information that stated the pre-condition of utterances fulfill the enlargement function in the advertisement. The potential consumers have got sufficient information that the advertisement not only found the five elements, but also those elements were essential to keep the beauty of the skin.

### *3.1.10 Questions*

There are two kinds of questions, yes/no questions, and rhetorical questions or wh-question. Question presupposition is a structural presupposition that indicates the utterance following the question words is claimed to be true. Here is the example of question presupposition stated in the advertisement being analyzed.

(12) How do you perceive beauty?

>> You perceive beauty

Question presupposition was employed in the utterance to make the addressee accept the information stated in question as true information. The above utterances tried to make the audiences believe that they have perceived beauty, and that beauty was the effect of using the SK-II product. This type of presupposition is intended to presuppose the action of audiences and fulfill the persuasive function as it can manipulate people’s minds to receive the precondition information sated in the utterance.

### *3.2 Discussion*

The occurrence of presupposition in advertisement language is pivotal to make the promotion of the advertised products succeed. As stated by (Pang 2016) the employment of presupposition make the language of advertisement brief, diverse, and compelling. Besides, it also helps the advertisers in conveying the message of the advertised products easily. Thus, the advertisement goals could be reached well. Among the 13 kinds of presupposition triggers stated in Levinson’s framework, the analysis of the present study found 10 presupposition triggers employed by the advertiser of SK II. They are definite description/pronoun, factive, implicative, change-of-state verb, iterative, temporal clauses, cleft sentence, comparative construction, non-restrictive relative clauses, and questions. The most frequently presupposition triggers used in the selected SK-II advertisements are definite descriptions and pronouns.

This finding is in line with the research conducted by Yingfang (2007); Destini (2013); Indriani and Nirmala (2013); Ananda, Wihadi, Suryana (2016); Hikmah (2017); Putri (2019); Sagian, Pangaribuan, & Toruan (2015); Tang (2019); Devi (2020) that stated definite description and pronoun as the most frequent presupposition triggers appeared in their data analysis. The definite description is the simplest way to describe the existence of entities, in this case, is the advertised product. In addition, the use of the pronoun is common in the language of advertisement As stated by Tang (2019) the use of second-person pronouns attracts consumers' attention to buy the advertised products. Through the use of the pronoun, the advertisers try to build a close relationship with the potential consumers.

However, not all the presupposition triggers in the research framework were stated in the advertisements. For example, presupposition triggers such as verbs of judging, iterative particles, and counter-factual were not found in the advertisement. It might be caused by the inappropriateness of those triggers in the context of the advertisement. For instance, the counter-factual presupposition is rarely to be employed by advertisers in promoting their products. Some researchers who also studied the presupposition triggers employed in the advertisement language supported this finding. Yingfang (2007); Sagian, Pangaribuan, & Toruan (2015); Ananda, Wihadi, Suryana (2016); Tang (2019); and Devi (2020) reported the absence of this type of presupposition trigger in their study. This absence might be due to the nature of counter-factual presupposition triggers that assume something is untrue or against the fact (Yule, 1996). Therefore, the advertisers try to avoid this type of presupposition triggers in promoting their product. The language of advertisement should bring facts about information that describes the advertised products so that the potential consumers are interested to buy the products. However, the negative assumptions might be derived from the existence of counter-factual presupposition triggers because the advertisements bring something untrue and misleading information. Thus, it is inappropriate to be employed in the language of advertisement.

In terms of the function of pragmatic presupposition in an advertisement, the selected SK-II advertisement fulfills as many as six of eight functions discussed by Ge (2011) in his research. They are conciseness, enlargement, emphasis, concealment, persuasion, and self-protection function. Not all the functions of presupposition are employed in the language of advertisement. It depends on the goals, intentions, and perspectives of the advertisers. There are some considerations made by the advertisers in creating the advertisement for their products, such as economic, consumers' psychological, as well as social and cultural aspects.

The first is the conciseness function. Advertisers need to make an advertisement that is concise and economical (Ge, 2011). The need to make an advertising strategy that enables them to describe their product briefly yet comprehensively or rich in meaning so that they can minimize the advertisement budget. Therefore, the use of presupposition helps them to cope with the budget-saving problem (Yingfang, 2007). For instance, the use of definite descriptions helps the advertisers to describe the existence of their products to the potential consumers briefly and simply. In other words, presupposition meets the conciseness function.

The second is the enlargement function. Giving sufficient information in a limited number of words is a strategy that should be considered by the advertisers in producing the language of advertisement. Providing sufficient information needed to agitate audience motivation to purchase the products is important in the language of advertisement. Therefore, to add extra information, yet space-saving, the nonrestrictive-relative clause was used by the advertisers of the advertisement being studied.

The third is to emphasize function. In order to reach the maximum effect of an advertisement, the advertisers need to emphasize particular information. This could be done by the use of lexical presupposition (iterative items and change of state verbs) and structural presupposition (cleft sentences). Iterative means repetition Liang & Liu (2016). Emphasizing the advantages and originality of products through repetition makes these affirmative statements adhere to audiences and finally, they want to purchase the advertised product.

Fourth is the concealment function. Sometimes the situation is not running as the majority of people expected. Meanwhile, audiences prefer to hear information in an affirmative tone. Presupposition might help the advertisers to cope with this problem. It is due to presupposition being subjective and influenced by speakers' beliefs, attitudes, and intentions (Yingfang, 2007). Besides, it is also determined by how people interpret according to the knowledge they perceive. This present study found that the use of lexical presupposition (implicative verb) enables the advertisers to deliver the message but is still acceptable.

In order to achieve a high selling point, the language of advertisement should grasp consumers' psychological aspects by employing a particular structure that can manipulate consumers' minds to believe that the advertised products have special entities. This persuasive language could be brought by the structural presupposition by employing presupposition trigger called comparative construction and questions. Comparing the product with the competitors would attract the potential consumers' attention and belief in what is being said in the advertisement. They will be a tendency to buy the advertised products rather than the

competitors. Moreover, Tang (2019) reported that the employment of questions in advertisement language implicitly guides the audiences to accept what is being questioned as a fact. Raising question in advertisement attract audiences' attention and unconsciously will make them answer the questions by themselves. Once they answer the questions, the high potential consumers are gotten. Thus those presupposition triggers fulfill the persuasion function.

The last is the self-protection function. In order to invite more potential buyers, the advertisers should use compelling language. However, it might lead to exaggerated words. Meanwhile, audiences prefer to hear genuine information about the products. Presupposition plays an important role in such conditions and fulfills the self-protection function. The employment of temporal clauses in this study helps the advertisers to persuade the potential consumers without the existence of hyperbole language. Hence, the advertisement language sounds more objective.

The findings of this current study have shown that the employment of presupposition triggers gives many contributions to the advertisers in promoting their products. The language used in advertisement influence the selling point as well as the future image of the products from consumers' perspectives. The use of presupposition could deliver the message of the product in more concise, economical, rich in context, acceptable, attractive, and objective.

## **4. CONCLUSION**

### *4.1 Conclusion*

In conclusion, there were found 10 out of 13 presupposition triggers after analyzing five videos of selected advertisements. They are definite description/pronoun, factive, implicative, change-of-state verb, iterative, temporal clauses, cleft sentence, comparative construction, non-restrictive relative clauses, and questions. Definite description/ pronoun was the most frequent presupposition trigger used by the advertisers in the selected advertisement videos. Meanwhile, factive and implicative were found to appear the least which comprise only once appeared in the selected advertisement videos. In terms of the function of presupposition triggers for advertisement, this present study concluded that the presupposition meets the function of persuasion, concealment function, emphasis function, and self-protection function. To sum up, not all of the presupposition functions and roles were found in the advertisement. The advertiser creates an advertisement based on particular goals, necessities, cultural backgrounds, socio-economy conditions, and other potential factors. Therefore, the function and the role might be different in a different context of research.

#### 4.2. Suggestions

This study of presupposition triggers in advertisement discourse is hoped to contribute to the composition as well as better understanding in advertisement discourse. Through the analysis of the uniqueness of presupposition triggers in an advertisement, it is also expected to give information about what language technique should be adopted in producing effective advertisement discourse. The present study focuses on the identification of presupposition triggers in advertisement discourse, therefore, it is suggested that further research would employ more in-depth analysis in identifying the function of each presupposition trigger found in advertisement discourse.

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Appendix

No	Presupposition triggers	Utterances
1.	Definite description/ pronoun	<ul style="list-style-type: none"> <li>• I always <u>have</u> my ritual. &gt;&gt; The speaker has a ritual</li> <li>• We <u>eliminate</u> show-off and unnecessary elements. &gt;&gt; There is the existence of show-off and unnecessary elements</li> <li>• Everything <u>becomes</u> simple and beautiful. &gt;&gt; There is the existence of something simple and beautiful.</li> <li>• That <u>is</u> the ultimate goal of our skincare and the fundamental spirit behind SK-II products. &gt;&gt; SK-II products have the ultimate goal.</li> <li>• Beauty for us is not <u>only</u> visual beauty &gt;&gt; There is another definition of beauty.</li> <li>• There are a large number of definite descriptions in terms of pronoun and possessiveness               <ul style="list-style-type: none"> <li>✓ I: 26 times appear</li> <li>✓ You: 21 times appear</li> <li>✓ We: 3 times appear</li> <li>✓ It: 9 times appear</li> <li>✓ My: 10 times appear</li> <li>✓ Your: 19 times appear</li> <li>✓ Our: 1 times appear</li> </ul> </li> </ul>
2.	Factive	Akita is <u>known</u> for having the most beautiful women in Japan >> Akita has beautiful woman
3.	Implicative	I'm still trying to <u>figure it out</u> how to balance family life and work >> her family life and work is not balance
4.	Change of state verbs	<ul style="list-style-type: none"> <li>• Every day does not <u>start</u> out the way we want it to &gt;&gt; Sometimes day goes wrong.</li> <li>• You feel your skin <u>start</u> to glow. &gt;&gt; the speakers' skin tries to glow</li> <li>• You <u>start</u> your ritual today with SK-II facial treatment Essence. &gt;&gt; The speaker tries to do ritual with SK-II facial treatment Essence.</li> <li>• I got <u>taken away</u> to this crazy fashion world. &gt;&gt; The speaker had been in the crazy fashion world.</li> <li>• I've <u>been gone</u> for a while getting used to being a mother &gt;&gt; The speaker is a mother.</li> <li>• My colleagues <u>started</u> noticing something different &gt;&gt; They did not aware of the speaker's change before.</li> <li>• They <u>started</u> asking me. &gt;&gt; They try to give her a question</li> <li>• Your skin is <u>getting</u> so beautiful. &gt;&gt;The speaker's skin manages to be beautiful</li> <li>• We believe that continuously use of SK-II can <u>change</u> the fate of a person's skin</li> </ul>

		>> The person's skin will be different as the result of continuously using SK-II.
5.	Iterative	<ul style="list-style-type: none"> <li>I am trying to <u>get back</u> to where I was. &gt;&gt; she is not like who she was</li> <li>I'm excited to <u>get back</u> to work. &gt;&gt; She had worked once, but she stop for a moment because of some reason.</li> <li>I'm definitely ready to <u>step back</u> into the spotlight. &gt;&gt; she had been in the spotlight once</li> </ul>
6.	Temporal clauses	<ul style="list-style-type: none"> <li>Even <u>after</u> facing the worst, like 25-hour days, sleepless nights, harsh makeup. &gt;&gt; The speaker had faced the worst, 25-hour days, sleepless nights, and harsh makeup.</li> <li>It's not as easy as <u>when</u> I was 18 years old. &gt;&gt; She has experienced easiness at her 18 years old.</li> <li>I was introduced to SK-II <u>when</u> I first joined the Akita study panel. &gt;&gt; She has joined the Akita study panel.</li> <li><u>When</u> I was using SK-II I didn't say anything to my friend. &gt;&gt; She was using SK-II</li> <li>After I, like, got taken away to this crazy fashion world. &gt;&gt; She had been in the crazy fashion world.</li> <li>It has been an amazing journey <u>so far</u>. &gt;&gt; She had an amazing journey.</li> <li>I'm <u>halfway</u> through my challenge. &gt;&gt; She is doing the challenge</li> <li>The two women from the Akira study, <u>after</u> switching to SK-II products and using it for one year, their skin condition was reserved by nine to ten years. &gt;&gt; Studied woman from Akira study had switched to SK-II products.</li> </ul>
7.	Cleft sentence	<ul style="list-style-type: none"> <li><u>What</u> the next chapter brings. &gt;&gt; Next chapter brings something</li> <li><u>What</u> kind of skincare I was using. &gt;&gt; The speaker was using skincare.</li> </ul>
8.	Comparative construction	<ul style="list-style-type: none"> <li>Akita is known for having the most beautiful women in Japan &gt;&gt; Women who live in other parts of Japan are not as beautiful as the ones who live in Akita.</li> <li>When compared to growing flowers, Pitera not only provides water to the flowers but also roots that make that beautiful flower bloom. &gt;&gt; Unlike other growing flowers, Pitera provides water both to the flower and roots.</li> </ul>
9.	Non-restrictive relative clause	<ul style="list-style-type: none"> <li>Your beauty ritual should be the kind of experience <u>that</u> sets the tone for the rest of your day. &gt;&gt; Your experience sets the tone for the rest of your day.</li> <li>And saying no to things <u>that</u> I usually would have done. &gt;&gt;She had done something</li> </ul>

		<ul style="list-style-type: none"> <li>• The Akita study proved for the first time the five elements <u>that</u> were critical for maintaining the skin's beauty over the years &gt;&gt; There were five critical elements for maintaining the skin's beauty over the years.</li> </ul>
10.	Question	<ul style="list-style-type: none"> <li>• Did something change? &gt;&gt; Something changes</li> <li>• How do you perceive beauty? &gt;&gt; You perceive beauty</li> <li>• How much effort do you make? &gt;&gt; You make an effort</li> <li>• How much time do you spend maintaining your beauty? &gt;&gt; You spend time to maintain your beauty.</li> </ul>