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การวิเคราะห์ภาษาในโฆษณาเสื้อผ้า
THE STUDY OF AN ANALYSIS OF LANGUAGE
IN CLOTHES ADVERTISING

NARTNAPA NUALPOH

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THE STUDY OF AN ANALYSIS OF LANGUAGE IN CLOTHES ADVERTISING
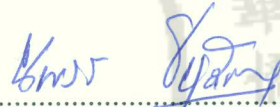
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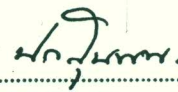Dr. Jonathan Rante Carreon
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บทคัดย่อ

วิทยานิพนธ์นี้สำรวจภาษาที่ใช้ในโฆษณาออนไลน์ว่ามีอิทธิพลต่อลูกค้าในการตัดสินใจซื้อ ผลิตภัณฑ์ของทั้งสองยี่ห้อหรือไม่และสาเหตุใดเอชแอนด์เอ็มจึงมียอดขายมากกว่ายูนิโคลระหว่าง ปีพุทธศักราช 2554-2557 โดยมีวัตถุประสงค์เพื่อศึกษาภาษาที่ใช้ในโฆษณาใบปลิวออนไลน์ของยูนิโคล และเอชแอนด์เอ็มว่ามีการชักจูงการตัดสินใจซื้อของลูกค้าหรือไม่ ภาษาโฆษณาสามารถชักจูงการตัดสินใจ ซื้อของลูกค้าอย่างไร และอะไรคือความแตกต่างทางด้านภาษาที่ใช้ในโฆษณาใบปลิวออนไลน์ของทั้งสอง ยี่ห้อ

ข้อมูลที่รวบรวมนั้นได้จากโฆษณาใบปลิวออนไลน์ของยูนิโคลและเอชแอนด์เอ็มที่ถูกเผยแพร่ ระหว่างปีพุทธศักราช 2554-2557 โดยเลือกโฆษณาใบปลิวออนไลน์ของทั้งสองยี่ห้อจากประเภทของ สินค้าว่าสำหรับเพศหญิงหรือเพศชาย สำหรับใส่เวลาไหน ยี่ห้อละ 50 ชิ้นรวม 100 ชิ้น ซึ่งข้อมูลที่เก็บได้ จะถูกวิเคราะห์ด้วยทฤษฎีสภาวะเกิดก่อน (presupposition) จากการอนุมานระดับต่ำโดยการตีความ ของภาษาโฆษณา โดยเน้นหนึ่งในหกวิธีของทฤษฎีนี้เรียกว่า existential presupposition

ผลการวิเคราะห์ข้อมูลแสดงให้เห็นว่าทั้งสองยี่ห้อชักจูงให้ลูกค้าตัดสินใจในการซื้อผลิตภัณฑ์ เนื่องจาก ทั้งสองยี่ห้อมีข้อสมมติร่วมของผู้ทำโฆษณากับผู้อ่านโฆษณา แต่ยูนิโคลมีข้อสมมติร่วมของผู้ทำ โฆษณากับผู้อ่านโฆษณาที่มากกว่าเอชแอนด์เอ็ม ทั้งสองยี่ห้อยังมีการใช้คำที่ต้องมีคำนามตามหลัง และยัง ใช้คำนำหน้าคำนามที่ชี้เฉพาะเจาะจง ดังนั้น จึงอาจสรุปได้ว่าภาษาที่ใช้ในการโฆษณาของยูนิโคลและเอช แอนด์เอ็มมีอิทธิพลกับลูกค้าในการตัดสินใจซื้อผลิตภัณฑ์ แต่ยูนิโคลไม่สามารถชักจูงลูกค้ามาซื้อผลิตภัณฑ์ ได้มากกว่าเอชแอนด์เอ็ม ทั้งนี้ อาจเป็นได้ว่าภาษาโฆษณาของเอชแอนด์เอ็มมีการใช้คำคุณศัพท์อธิบาย รายละเอียดเพื่อให้เห็นภาพชัดเจนมากกว่าภาษาที่ใช้ในโฆษณาของยูนิโคลและยังเป็นคำคุณศัพท์ที่ บ่งบอกถึงความเป็นแฟชั่นที่ล้ำสมัยให้กับลูกค้าที่มีอายุระหว่าง 15 และ 40 ปี ผลการวิเคราะห์ข้อมูลนี้ จึงสะท้อนให้เห็นถึงความเป็นเอกลักษณ์ของแต่ละยี่ห้อและบอกความเป็นนัยได้ว่าลูกค้าในช่วงอายุเหล่านี้ ชอบการออกแบบที่ล้ำสมัยและน่าดึงดูดมากกว่าการออกแบบที่ดูธรรมดาและมีคุณภาพของผลิตภัณฑ์

คำสำคัญ: ยูนิโคล เอชแอนด์เอ็ม ใบปลิวออนไลน์ โฆษณาเสื้อผ้า ทฤษฎีสภาวะเกิดก่อน

THE STUDY OF AN ANALYSIS OF LANGUAGE IN CLOTHES ADVERTISING

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ABSTRACT

This research examined to discover if the language used in the online advertisements influenced viewers to buy both companies' products and the reasons that increased H&M's sales volume during 2011 and 2014. The purposes of this research are to determine whether the language used in the online flyers of both Uniqlo and H&M persuades customers' purchase decision, find out the ways in which advertising language persuades customers' purchase decision, and identify the differences of the language used in the online flyers of the two companies.

A number of 100 online flyers of Uniqlo and H&M, 50 each, posted from 2011 to 2014, were particularly collected based on gendered products, product types and product purposes. Data were analyzed by using existential presupposition in online clothes advertisements involving low levels of inference or interpretation.

The results indicated that the advertising language of the two companies could persuade viewers to purchase their products firstly because the assumption that the entities named by the advertiser exist in most important but it showed that Uniqlo obtained more entities than H&M did. Secondly, they employed possessive pronouns. Thirdly, they used definite articles.

The results suggest that language used in clothes advertisements of Uniqlo and H&M appear to influence their customers to make a decision in buying. Uniqlo could not persuade viewers to buy more of its products, perhaps because H&M used more adjective to convey its stylish fashion to customers ages between 15 and 40 years old. The results mirrors each brand identity and can imply that customers in this age range prefer stylish design that is fashionable and attractive to basic design and to product quality.

Keywords: Uniqlo, H&M, Online flyers, Clothes advertising, Existential presupposition

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My warm thanks send to my parents and my elder brother, who have always been very loving and caring, for all of their encouragement, for helping me out in so many ways and their ears to listen to my obstacles during the Master research. They have always been so supportive of me in all that I do. Thanks to my uncles' families for supporting me and I would like also to give thanks to the Buddha, who brought numerous smiles on my face.

Finally, I expect that this thesis will be useful to the readers who wish to learn something about presupposition trigger especially the existential presupposition.

NARTNAPA NUALPOH

TABLE OF CONTENTS

TABLE OF CONTENTS (CONTINUED)

LIST OF TABLES

LIST OF FIGURES

CHAPTER 1
INTRODUCTION

This chapter introduces the topic chosen for the research. It presents the background of study followed by the problem statement. The questions of the study are listed and the scope of the study is also discussed. The chapter ends with the significance of the study.

1.1 Background of Study

Advertising is part of the human communication tools used by advertisers to promote or inform a product or service. According to Green (2010), advertising is used to influence or persuade viewers to pay for goods or services. It is a general term that refers to all forms of communication, used by advertisers to reach their consumers (Moriarty et al. 2014). It means that the purpose of making an advertisement is to persuade the customers to buy the advertised products.

Moreover, the advertisers have many choices of media to promote their products or service. The mass media are television, radio, newspapers, magazines, directories, mass-transport vehicles, outdoor displays, and internet (Kazmi & Batra. 2009) with messages conveyed to attract viewers' buying decision. Kenechukwu et al (2013) suggest that to understand how the attract and persuade technique influences the viewers' buying decision in the advertisement, three factors need to be considered. The first factor to consider is the careful content of the advertising message and the message directed to the viewers, the second is to spot the persuasive technique in the advertising message by employing a credible role model in the advertisement and the third factor is to understand the intended effects on the target viewers.

For this reason, language is a necessary part of advertising, which includes informal language usage rather than formal; advertising language does not require correct grammatical rules and difficult vocabulary. This argument points to the key for understanding the way that language used in the advertisement industry becomes the main barrier that causes miscommunication between potential consumers and the company (Neelankavil et al. 1995). Language is considered as the advertising messages interpreting barrier and language structure has the basic consequences in consumer processes. It can be said that advertisement is the best way to communicate to consumers because it helps informs consumers about the variety of products useful to them. Therefore, advertising is for everybody including children, young, and old. It is done

using various media kinds with different technique and methods most suited (Kannan & Tyagi. 2013).

Most of customers have received or noticed the advertisement features from the online retailers. Therefore, it is mentioned as one of the most widespread advertisement forms. Many customers like and read the online flyers and are attracted to the list of presenting promotions while they are considered by others as not worth taking into account. The key purposes of retailer are to pass out the store flyers or advertisement feature to customer homes to boost the total store traffic, sales and facilitate the image of the store (Gàzquez-Abbad & Pérez. 2006), which becomes popular for a company to influence viewers' purchasing choice and behavior as well as increase the sales and profit margins (Schmidt & Bjerre. 2003; Gijsbrects et al. 2003).

One of many tools used by the retailers is the store flyer which is for products promotion where 50% of the budget for retailers' promotion has been spent on online production and distribution of these flyers through Facebook and Twitter in particular because a larger number of customers are active on these social media (Gijsbrechts et al. 2003). Even if the cost of online flyers production and distribution has shown to be relatively high, part of them is the manufacturer's cost while its brands are featured in form of fees. The influence from flyers on consumers is twofold; on the one hand, it forms the awareness. On the other hand, it influences the purchasing behavior of consumers towards the offerings featured (Schmidt & Bjerre. 2003). Hence, this should also influence the deal prone customers and shape the regular choices of customers consequently that it can increase the sales, traffic and profit margins.

As stated above, it is for the retailers to make a proper design for their online flyers by taking many characteristics of the online flyer into account. For example, there are the flyer page numbers, promotion featured and category of the flyer and the featured items placement in the flyer (Schmidt & Bjerre. 2003). Promotional messages communication, according to Massey et al., (2013), must ignore all factors that could disrupt the ability of customers to correctly interpret the advertising message. If they could not avoid it, the customer may misunderstand the message or there is the risk they will be lost.

Even though a number of previous studies into advertising language on Facebook and Twitter have been conducted worldwide, there are a few related researches in Thailand. For example, Lerkpollakarn & Khemarangsan (2007) mentioned about the four main factors of buying decision, which are identity, store environment, lifestyle, and

physical, whereas Napompech (2014) stated that paying behavior factors of customers are clothing diversity, convenience, demand-driven clothing, security of ordering system and discounts. Wongchaisuwan (n.d.) found that Facebook has a significant impact on the purchase decision of clothes products while Rangsom (2016) argued that all decision rules on website and Facebook of fashion products are created by occupation, purchase objective, gender, age, frequency of purchase, and income per month.

      To contribute to the research into online flyers in Thailand, the present study therefore analyzes the advertising language used in online flyers of Uniqlo products, the company where the researcher used to work as a shop assistant in Bangkok for about four years. The researcher also chose H&M, a clothes company, for a comparative purpose for two main reasons. First, they produce similar clothes. Second, their gross income of both companies' showed their competition in the same business line (Petro, 2012).

      In terms of sales shown in Figures 1 and 2, Petro (2012) reports that Uniqlo comes second, generating about 417,500 US dollar in sales of the year 2014 during January 1 and September 30. On the other hand, H&M is the first to reach about 3,144,848 US dollars in the year 2014 during January 1 to September 30. In addition, H&M is more successful than Uniqlo during those years because it manages to stay on fashion trends for customers by building up a balanced mix of modern basics, US current fashions, and high fashion within each concept produced in limited quantities. In contrast, Uniqlo merely focuses on different technology by using long product and long development cycles and also offering basics products.

Figure 1 Sale fiscal of Uniqlo

Source: Wall Street Journal. 2014.

Figure 2 Sale fiscal of H&M

Source: Wall Street Journal. 2014.

Another reason that renders H&M more successful is using the same model of retailing business. According to Petro (2012), the company's designers and merchants travel around the world to search for new fashions, select designs and prepare goods for consumer trends, and it takes around six and nine months for them to disseminate new products in the market. The company has targeted all groups of customers; women of 15-40 years of age are the focus and the most popular segment is females of 20-27 years of age (Escobar et al. 2016). On the contrary, Uniqlo offers high quality of clothing and specially designed fabric to the target group of customers whose age ranges from 18 to 40 years old (Fintell & Morimura, n.d.).

Since both Uniqlo and H&M advertise their products online and no one has studied language used in online clothes advertisements, the advertising language may or may not influence their customers to make a decision in buying. As a result, the present study aims to examine whether the two companies' advertising language persuaded viewers' purchase decision and reasons why H&M could achieve a higher sales volume than Uniqlo did during 2011 and 2014.

1.2 Research Questions

The following are the research questions:

1. Does the language used in the online flyers of both Uniqlo and H&M persuade customers' purchase decision?

2. In what way does the advertising language persuade customers' purchase decision?

3. What are the differences of the language used in the online flyers of the two companies?

1.3 Scope of the Study

  This study primarily seeks to understand if language used in advertising are the reasons why H&M lost its sales volumes to Uniqlo during 2011 to 2014. Existential presupposition is then used to analyze the two companies' advertising language in their online flyers in those years because Rachmawati and Lisetyo (2016) found that it is the most common presupposition used by the advertiser to maintain the product existence with the use of conciseness and emphasis functions.

1.4 Definitions of Terms

  1. "*Languages in clothes advertisements*" are to communicate an immense amount of meaning and messages (McCracken & Roth, 1989) that clothing language possesses a code and create a message are the intention for interpretation by a viewer. Clothing language is not easily translated into language, but it is a powerful language to the viewer (Burgoon et al. 1996).

  2. "*Existential presupposition*" is the advertiser's or the writer's assumption on the existing entities name, for instant, when "*Tom's car is new*" is written by a advertiser, it can be presupposed that the viewer describe there is Tom, and he has a car (Gaudelli. 2001).

  3. "*Online flyers*" is an online cooperative form of advertising between the manufacturers and retailers where the retailers are paid by the manufacturer to obtain the products featured, and the manufacturers' advertisements are combined by the retailers with those of their private labels, then the items are unbranded and organized for the ad placement (Gàzquez-Abbad & Pérez. 2006).

1.5 Significance of the Study

  The researcher has not yet found any study into online advertising language of both H&M and Uniqlo if the language used in their online flyers persuades their customers' purchase decision. The results of this study can be beneficial to the researcher's former employer, Uniqlo, in a way that helps the company to understand the importance of language in advertising. The advertising language may be another factor that affects sales volumes.

CHAPTER 2
LITERATURE REVIEW

This chapter reviews some previous literature related to this study. It focuses on the discussion of related literature on online clothes advertising, existential presupposition and its usage in advertising discourses. The chapter ends with the conceptual framework.

2.1 Previous Studies into Language in Online Clothes Advertising

Advertising is a subject that has been observed and investigated by a number of researchers. It appears that a few studies into language in clothes advertising have been done (e.g. Prayitno. n.d.; Absalan & Fumani. 2016). Only one study into language in online clothes advertising in Indonesia (i.e. Rahayu. 2014) is found and its investigation differs from the present research.

Rahayu (2014) conducted the study to examine the list of the terms used in online clothes shops and the word formation processes of the terms used by online clothes shops. The method employed in this study was document analysis. In order to gather the list of terms, for example, PO, Open PO and Close PO data, data were collected from three different clothes online shops that included Starmoon Fashion, Ochilicious Shop, and Fey Collection. Interviews were also used as research instrument to obtain the meaning of terms, for instant, Purchase Order, Open Purchase Order, and Close Purchase Order.

After the data collection from those three different online clothes shops, terms were analyzed and classified into the word formation process such as coinage, borrowing, compounding, blending, clipping, backformation, conversion, acronym, derivation, prefixes and suffixes, and multiple processes. The result showed that there were 39 terms used in clothes online shops with total 38 terms containing word formation processes, 17 terms of multiple processes, 12 terms of borrowing process, 4 terms of clipping process, 2 terms of acronym process, 2 terms of backformation process, and the last is 1 term of blending process. One particular term (@) could not be classified into the word formation process.

Previous studies showed that existential presupposition was used for data analysis. For example, Puspasari (2014) examined the use of presupposition that was implied in the slogans of Indonesian universities and discussed pragmatic transfer found in the English version of those slogans. Triangulation was a method used in analyzing the data.

The findings showed that existential presupposition of the slogans indicated the identities and strengths of Indonesian universities. Meanwhile, in terms of pragmatic transfer, slogans did not find any negative pragmatic transfer. Khaleel (2010) investigated presupposition triggers in English text newspapers. These texts were six randomly selected from different issues published in 2009 in English texts such as The Independent, The Guardian, The Daily Mirror, Liverpool Echo, The Belfast Telegraph, and The Northern Echo. The findings showed that English texts rely heavily on existential presupposition.

Tyas (2013) examined the intrinsic elements conveyed in the novel "Uniform Justice" and the complication in the existential presupposition conveyed in the novel. The method used in this study was qualitative research by a decomposition of documentary data. After collection of utterances containing existential presupposition in the novel, the findings showed that the intrinsic elements of the novel are the following: the major character is Commisario Guido Brunetti, the story took place in San Martino Military Academy in Venice, Italy, the genre of the novel is a mystery event which was told by omniscient point of view, English is used in by applying the grammar properly, verbal irony is inserted to beautify the writing work and there are some complications on interpreting pragmatic existential presupposition which are conveyed in the utterances.

Abbaspour and Nia (2012) investigated the pinpointing of the oral discourse structure of two English news channels in Press TV and CNN as varieties of Persian and American English respectively, in terms of presupposition triggers, employed to share non-asserted meaning. Then a clustered sampling of 40 transcripts of news stories was taken from Press TV and CNN. These transcripts which include 20 from Press TV and 20 from CNN news were analyzed in terms of presupposition triggers, namely existential, factive, lexical, non-factive, structural, counter-factural, adverbial, and relative. The findings showed that the most frequently used presupposition trigger in both varieties of oral discourse was existential presupposition.

The evidence reveals that there is one related study into language in online advertising in another country but not about clothes advertising. Rachmawati and Lisetyo (2016) examined how the advertisers utilize the function of reference in presupposition analysis of pragmatics to inform and persuade the targeted consumers in decoding the meaning implied in taglines. This study used the descriptive qualitative method which involves document and material analysis to collect the requisite data. These findings showed that referring expressions help to limit the consumers' inference of the

presupposition information which is in form of proper noun, noun phrase and pronoun. Those referring expressions can be used differently to show the brand product existence or to represent the targeted consumers and it can be inferred that existential presupposition is the most common presupposition used by the advertiser to maintain the product existence by using conciseness and emphasis functions.

It can be concluded that existential presupposition is frequently employed in order to enhance the effects of persuasion in advertisements because of its own special properties. To meet the objectives of the present study, existential presupposition is thus used to analyze language in Uniqlo and H&M advertisements, particularly online flyers.

2.2 Existential Presupposition in Language of Clothes Advertisement

Existential presupposition is one of six types of presupposition, which is categorized by Yule (1996). Strawson (1950) was the first scholar who approached presupposition and gave out the idea of semantic presupposition. Many others have received considerable attention from him. The presupposition has been then an important topic of investigation in pragmatics. Later, Leech (1981) divided presupposition into two sorts: pragmatic presupposition and semantic presupposition.

Levinson (1983) stated that presupposition is something the speaker/writer assumes to be the case prior to making an utterance or writing while Yule (1996) gave a definition of presupposition as something the advertiser assumes to be first before making an interpretation. In contrast, Sari and Rohmah (2015), presupposition not only assumes the existence of something in the sentences that shows ownership, but also more widely assumes the presence of existence of the statement in the utterances. Since all data have been analyzed by the writer, it can be said that presupposition is the meaning of inference in a sentence.

The other five presuppositions include factive presupposition, lexical presupposition, structural presupposition, non-factive presupposition, and counter-factual presupposition. In factive presupposition, certain verbs or constructions indicate that something is a fact, for example, the utterance/writing "I regret inviting them," which has the presupposition: "I invited them." In lexical presupposition, the speakers choose words whose asserted meaning is conventionally interpreted with the presupposition that another meaning is understood, for example, the utterance/writing "you are late again," which has the presupposition: "he was late before."

In structural presupposition, certain sentence structures have been analyzed as conventionally and regularly presupposing that part of the structure is already assumed to be true, for example, in the wh-question structure. In non-factive presupposition, a certain verb indicates something is not true, for example, the utterance/writing "he imagines he was a president," which has the presupposition: "he was not a president." In counter-factual presupposition, the presupposition that is given by the speaker is not only wrong, but also the opposite of what is true or contrary with the facts, for example, the utterance/writing "if you were my son, I would not allow you to do this," which has the presupposition: "you are not my son.".

Existential presupposition that is applied in this study for data analysis refers to the assumption that the entities named by the advertiser or the writer exist (Gaudelli, 2001). The analyses of language in online clothes advertisements involve low levels of inference or interpretation, which meets the objective of this study and can answer the three research questions.

2.3 Multimodality

Apart from the use of presupposition for advertising language analysis, multimodality is an important theory of communication and social semiotics used in media study, especially advertisements.

Multimodal Analysis is a social semantic approach to visual communications, drawing mainly on the work of Kress and Van Leeuwan (1996), which provides a tool kit for the analysis of visual compositions such as advertisements, magazine pages and covers, and web pages. Moreover, they use the term multimodality to express the way humans communicate through language. Multimodality is done simultaneously by combining visual, audio and language modes. It is also a method that breaks down composition into the basic components and then understands how these work together, and how relationships can be made on a page, in order to create meaning.

In this meaning created by images and the way that this interrelates with that created by the text would be ignored. Thus, analysis will lose the way visual elements and arrangements contribute to create a command mood or create rhythm in the composition. Multimodality has been particularly influential in language based disciplines where the study of the visual had been largely neglected, for example, a study of an advertisement might reveal the use of linguistic devices such as commands and rhyming which are used to sell products. In these disciplines the focus for meaning

making has been the language mode. Kress and Van Leeuwan (1996), while heavily influenced by earlier traditions of semiotics, were working from a language basis, but the advertiser usually carries images.

Since Kress and Van Leeuwen(1996) pioneered this approach in multimodality, it has been developed in a number of directions. For example, Scollon and Scollon (2003) have looked at the meaning of signs in social context. Norris (2004) has developed a framework for analyzing multimodal interaction. Hampel and Baber (2003) have been considering multimodal communication in educational conferencing software. Cope and Kalanzis (2009) have examined the way that people are literate in different modalities. These different works offer different levels of success at applying linguistic categories and methods to the visual mode.

While Harris (1983) analyzed inferences in advertising, Faircough (1992), who was concerned with the analysis of presupposition in discourse, says that one is capable of saying one thing and meaning another. This is evident in the obvious mismatch between what is apparently meant from the surface meaning and the situational context of what is said. This means that implicatures can be construed to mean what is echoed in another person's utterance. Building on this ability of interpreting messages in advertisements, Harris (1983) conducted an empirical study of inferences in the context of advertising. However, the process of inference drawing is a constituent part of any form of meaning making. It is assumed that inference in advertising is a negative process, thus it can and should be avoided. He also proved the efficiency of training techniques for people to detect and doubt misleading claims in advertising.

Sperber and Wilson, cited by Faircough (1992), expand inference in advertising to include the intertexual nature of implicatures. This is what can be said to make up what is asserted and that which is implicated. Cook (1992) explains about the description of the contexts of advertising and the functions of advertising discourse, together with a specification of the relations that are established between the advertiser and the customer. This discourse will be through the usage of language in more appropriate manner as seen by the copywriter this might involve even unconventional usage. He posited that the language of advertising will involve a functional purpose to enable the process of communication to complete. Cook (1992), while deviating from Faircough (1992), gives a detailed study of advertising as a discourse type from functional perspective and is complemented by future comments framed within the filed of linguistic stylistics.

According to Carreon and Todd (2011), the multimodal analysis of data involves not only understanding the different modes but also how these modalities combine, interact, transact, or even contradict each other which makes the investigation a high inference task. Although, information on websites is essentially multimodal, which potentially makes investigation dubious, claims may not be supported sufficiently by evidence given the high levels of inference necessary in most multimodal analysis and a practice strongly criticized in Critical Discourse Analysis (Widdowson. 1995). It appears that previous studies mentioned above ignored analyzing language of clothes products in online flyers contexts, using existential presupposition. This study, therefore, investigates advertising language of two competitive global brands using existential presupposition which focuses on low levels of inference, while the other five presupposition triggers emphasize higher levels of inference.

2.4 Conceptual Framework

For the purpose of this study, existential presupposition is used to analyze language in online flyers of Uniqlo and H&M. It is assumed that the entities named by the advertiser or the writer exist (Lyons, 1995; Yule, 1996; Gaudelli, 2001), so the interpretation is rather direct with less complication. Linguistic triggers that make interpretation more direct include possessive pronouns "our" and "your" and the definite article "the", "this" and "these". These triggers can lead to the answers of key research questions. Further, details of how to use existential presupposition for data analysis are explained in the next chapter.

CHAPTER 3
METHODOLOGY

3.1 Research Design

This research is a qualitative study. This chapter explains how the study processes beginning from data collection to interpretation of findings. This study is to investigate language of clothing products for Uniqlo and H&M. The research data below examine the existence of presupposition of language in clothing products in online flyers and relate it to the themes and findings of the language analysis. The succeeding sections discuss the data, data collection, and the findings from the data analysis.

3.2 Data Collection

As shown in Table 1, this research is done by collecting data from online flyers of Uniqlo and H&M from 2011 to 2014, it involves third steps. First, 150 online flyers were randomly selected from Wayback Machine search engine (http://www.archive.org) which was used to download archived online flyers of Uniqlo and H&M from 2011 to 2014 because they are downloadable. Second, data were complied in pairs while data selection was based on gendered products, product types and product purpose. Third, advertisements of each brand were selected for retrieval as follows: 50 online flyers for Uniqlo's clothes products and 50 online flyers were chosen from H&M (see Appendix B) Those flyers encompassed four pairs of jeans, a pair of trousers, two pairs of Chino shorts, nine pairs of shirts, six pairs of T-shirts, two pairs of sweatpants, five pairs of cardigans, five pairs of sweater, eight pairs of jackets, three pairs of coats, three pairs of dresses, one pair of skirt and one pair of leggings, whereas, in 50 other advertisements the indicator of presupposition did not arise (see Appendix C and Appendix D).

Table 1 The Data Collection Process Followed the Timeframe

Date	Activity
April 15, 2014	Surveyed data from online flyers on website of Uniqlo and H&M companies from (http://www.archive.org)
April 15, 2014	Data selection based on gendered products, product types and product purpose
May 9, 2014	Data randomly collected 18 online flyers of Uniqlo in the year 2011
May 10, 2014	Data randomly collected 18 online flyers of Uniqlo in the year 2012
May 11, 2014	Data randomly collected 18 online flyers of H&M in the year 2011
May 12, 2014	Data randomly collected 18 online flyers of H&M in the year 2012
May 13, 2014	Data randomly collected 18 online flyers of Uniqlo in the year 2013
May 20, 2014	Data randomly collected 18 online flyers of H&M in the year 2013
May 21, 2014	Data randomly collected 21 online flyers of Uniqlo in the year 2014
May 22, 2014	Data randomly collected 21 online flyers of H&M in the year 2014
May 22, 2014	Advertisements did not find of existential presupposition

3.3 Data Analysis

After collecting those 50 advertisements of each brand, they were analyzed comparatively. The analysis involves the following steps: (1) separating data; (2) identifying triggers of existential presupposition; (3) identifying nouns with triggers of existential presupposition; (4) categorizing according to triggers; and (5) iteratively categorizing into themes.

First, start with building a collection of online flyers contexts of Uniqlo and H&M. A sample of these is given by the researcher in a pair of advertisements from Table 7 in analytical areas in Table 2 below.

Table 2 Separating Data of Uniqlo and H&M

Uniqlo	H&M
The fabric of these jeans are coated with a special layer to prevent the wind is passing through your jeans.	This season brings us both dark and light denim, in a variety of washes and styles. Our favorite blue denim is the perfect match for a checked shirt.

Second, identify triggers of existential presupposition of Uniqlo and H&M, such as the definite article "the", "these" and "this" and possessive pronouns "your" and possessive adjective "our" in Table 3 below.

Table 3 Identifying Triggers of Existential Presupposition "the", "these", "this", "your", "our"

Uniqlo	H&M
The….	The….
Your….	Your….
Our….	Our….
These….	These….
This….	This….

Third, identify nouns followed by triggers of existential presupposition that were used by the advertiser to refer to the existence of Uniqlo properties (e.g. quality, etc.). Table 4 presents some examples of noun phrases preceded by the definite article "the" and the presuppositions of these noun phrases elicit. Two examples from Table 7 are explained to illustrate how the assumption of Uniqlo properties has been elicited. First, the noun phrases *the fabric* triggers the presupposition "There is the fabric" which refers to fabric quality of Uniqlo and to refer to the existence of H&M properties (e.g. design etc.), the noun phrase *the perfect match* triggers the presupposition "There is the perfect match", which refers to stylish perfect match of H&M.

Table 4 A Sample of Identifying Nouns with Triggers of Existential Presupposition

Uniqlo	H&M
The fabric	Our favorite blue denim.
These jeans	The perfect match for a checked shirt.
The wind	
Your jeans	

Fourth, categorize according to triggers by using an ascending sort. The grammatical triggers presuppositions are examined to check the frequency of their entire data. Their increasing frequency confirms how Uniqlo and H&M use advertising language as an instrument to interact and transact with their customers. Table 5 shows the data arranged from the normal low to high sequence.

Table 5 A Sample of Categorizing According to Trigger Presupposition

Uniqlo	H&M
The fabric	Our favorite blue denim
The wind	The perfect match for a checked shirt
These jeans	
Your jeans	

Fifth, iteratively categorize into themes. While existential presupposition analyzed earlier, stylish and quality using Uniqlo and H&M can be categorized as properties of Uniqlo and H&M, where properties refer to features or attributes not ownership. The possessive pronoun "our" and the noun phrase it modifies all refer to Uniqlo properties and H&M properties such as stylish, etc. Several samples are shown in Table 6.

The table will be discussed briefly. For instance, the phrase *our favorite blue denim* elicits the presupposition "H&M have favorite blue denim" which refers to a design which customers can match with some shirt, so it categorizes the theme as a design theme. The trigger language of design is "*The perfect match for a checked shirt.*" The phrase *our favorite blue denim* presupposes "They have favorite blue denim", which points to customers using H&M and how these customer are perceived.

Table 6 Presupposition and Themes of Noun Phrase Proceeded by "the", "this" "these", "your", and "our"

	Clause	Existential presupposition	Noun Phrase Triggering Presupposition	Themes
Uniqlo	*The fabric of these jeans*	The fabric	There is the fabric.	material
		These jeans	There are jeans.	material
H&M	*This season. Our favorite blue denim.*	This season	There is the season.	design
		Our favorite blue denim	We have favorite blue denim.	design

Along with the five steps of analysis, it is crucial to check if presuppositions are real or not. Carreon and Todd (2011) posits that the negation test must be done by re-writing the presupposition into a negative form.

Table 7 The Sample of a Comparative Analysis of Uniqlo's "Wind Proof Regular Fit Jeans" and H&M's "Blue Denim Jeans"

	Clause	Existential Presupposition	Noun Phrase Triggering Presupposition	Themes
Uniqlo	*The fabric* of *these jeans* are NOT coated with a special layer to prevent the wind is NOT passing through your jeans	There is the fabric.	The fabric	material
		There are jeans.	These jeans	material
H&M	*This season* does NOT bring us both dark and light denim, in a variety of washes and styles.	We have favorite blue denim. There is the season.	Our favorite blue denim This season	design
	Our favorite blue denim is NOT the perfect match for a checked shirt.	We have favorite blue denim.	Our favorite blue denim	design

CHAPTER 4

FINDINGS AND ANALYSIS

This chapter reports on findings that are analyzed by existential presupposition. Out of 50 pairs of analyses, only three of them are selected to exemplify in this chapter; the other 47 pairs are illustrated in Appendix 1. Despite the separate illustrations, the overall findings are also reported in order to answer the research questions.

4.1 Three Pairs of Comparative Analyses

Tables 8, 9 and 10 show the analyses of language advertisements of Uniqlo and H&M that starts with separating data, followed by identifying triggers of existential presupposition as well as nouns with triggers of existential presupposition, and then iteratively categorized into themes. They all answer the three research questions in similar directions.

Table 8 A Comparative Analysis of Uniqlo's "Pea Coat" and H&M's "Coat"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	Themes
Uniqlo	*The traditional pea coat* is NOT updated for a sleeker cut and a lighter feel.	There is the traditional pea coat.	The traditional pea coat	design

Table 8 (continued)

	Clause	Existential Presupposition	Noun phrase triggering presupposition	Themes
H&M	*Our coat in a felted wool blend* is NOT with a collar and lapels. Buttons at *the front, side pockets, and vent at back.*	We have coat in a felted wool blend.	Our coat in a felted wool blend	design
		There is the front, side pockets, and vent at back	The front, side pockets, and vent at back	design

As evidenced in Table 8, the language used in Uniqlo's advertising appears to persuade customers' purchase decision because there is the existence of *the traditional pea coat*. Pea coat is an outer coat, generally of a navy coloured heavy wool which is characterized by short length, double breasted fronts with wide lapels and thick black plastic buttons (Schneider, 2012). Hence, it is a classic product and the standard for historical pea coat and it also maintains the original design.

Similarly, H&M also appears to persuade customers' purchase decision because of the presence of *our coat in a felted wool blend*. It refers to wool fibers that have been blended by making it soft on the skin, but still warm. Also, the presence of *the front*, *side pockets, and vent at back,* H&M's coat is characterized by pockets at two sides so hands can put in the side pockets and it is a small opening that allows air at back.

Although both companies create their advertisements online with the focus on design, there is an obvious difference. Uniqlo designs the classic pea coat for customers and offers high quality of clothing and specially designed fabric. In contrast, H&M designs a fashionable coat that is characterized by side pockets at the front and vent at back.

Table 9 A Comparative Analysis of Uniqlo's "Blouse Shirt" and H&M's "Shirt"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	*Your long sleeve blouse* does NOT feature a stand collar and works great for dressy looks. Featuring light, airy feel of rayon blend material.	You have a long sleeve blouse.	Your long sleeve blouse	design
H&M	*The long sleeved, straight cut shirt in woven cotton fabric* is NOT with a turn down collar and pearlescent buttons at the front.	There is the long sleeved straight cut shirt in woven cotton fabric.	The long sleeved straight cut shirt in woven cotton fabric	design

As shown in Table 9, the language used in Uniqlo's advertising appears to persuade customers' purchase decision because there is the existence of *your long sleeve blouse* which is the part of the blouse covering all of the arms. Similarly, H&M also appears to persuade customers' purchase decision because of the presence of *the long sleeved straight cut shirt in woven cotton fabric.* The long sleeved shirt is cut lengthwise into woven cotton fibres which are generally crisp and not stretchy.

Although both companies create their advertisements online with the focus on design, there is an obvious difference. Uniqlo designed the long sleeved blouse which is a basic product for customers. In contrast, H&M designed long sleeved straight cut mixed with woven cotton fabric which is stylish.

Table 10 A Comparative Analysis of Uniqlo's "Jacket" and H&M's "Woven Jacket"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	Themes
Uniqlo	An essential item in any guy's wardrobe is NOT a sport jacket and navy looks great on everyone. What I love about *this particular style* is NOT it's a lighter shade of navy which really brightens up the whole look and makes everything appropriate.	There is the particular style.	This particular style	design

Table 10 (continued)

	Clause	Existential Presupposition	Noun phrase triggering presupposition	Themes
H&M	Two buttons jacket is NOT in slightly stretchy, woven cotton fabric. *The chest pocket, front pockets with flap, and two inner pockets.*	There is the chest pocket, front pockets with flap, and two inner pockets.	The chest pocket, front pockets with flap, and two inner pockets	design

As evidenced in Table 10, the language used in Uniqlo's advertising appears to persuade customers' purchase decision because there is existence of *this particular style.* It is a specific style in designing the jacket which customers can wear during particular occasions. Similarly, H&M also appears to persuade customers' purchase decision because of the presence of *the chest pocket, front pockets with flap, and two inner pockets.* It literally conveys that the jacket has a chest pocket, front pockets with flap and two inner pockets.

Although both companies create their advertisements online with the focus on design, there is an obvious difference. Uniqlo made the particular style of jacket without detailed designs for specific occasions. In contrast, H&M designed a very elegant jacket characterized by different pockets on the chest, in the front with flap and inside the jacket which can make customers elegant and attractive in appearance.

4.2 Comparing the Different Combinations of Triggers Used by Uniqlo and H&M

Table 11 reveals the analyses that are categorized according to triggers of existential presupposition. Uniqlo by "our" by 45.45%, "your" by 100%, "these" by 80%, "the" by 72.5% and "this" by 86.66%. For H&M, triggers of existential

presupposition by "our" were used by 54.54%, "these" by 20%, "the" by 27.5% and the "your" trigger did not arise.

Table 11 Comparing Triggers Used by Uniqlo and H&M

Trigger of Existential Presupposition	Uniqlo (N / %)	H&M (N / %)	Total
Our	5 (45.45%)	6 (54.54%)	11
Your	4 (100%)	-	4
These	4 (80%)	1 (20%)	5
The	29 (72.5%)	11 (27.5%)	40
This	13 (86.66%)	2 (13.33%)	15

4.3 Comparing the Different Combinations of Themes Used by Uniqlo and H&M

Table 12 reveals that the analyses that are categorized according to themes. Uniqlo in material by 50%, quality by 100%, design by 63.26% and product by 91.67%. Themes of H&M in material by 50%, design by 36.73%, product by 8.34%, while quality did not emerge.

Table 12 Comparing Themes Used by Uniqlo and H&M

	Themes			
	Material	**Quality**	**Design**	**Product**
Uniqlo	1 (50%)	3(100%)	31 (63.26%)	11 (91.67%)
H&M	1 (50%)	-	18 (36.73%)	1 (8.34%)

CHAPTER 5
DISCUTION AND CONCLUSION

This chapter discusses the results that derive from noun phrase triggering presupposition, themes and triggers of existential presupposition in the advertising language analyzed in the fourth chapter. It also summarizes major conclusions and gives research limitations as well as recommendations for future research.

5.1 Discussion

This study seeks to answer three research questions. The first and second research questions are interrelated: if the language used in the online flyers of both Uniqlo and H&M persuaded customers' purchase decision or not, and how the language persuaded them to buy products. The findings showed that the advertising language of the two companies could persuade viewers to purchase their products firstly because the assumption that the entities named by the advertiser exist (Gaudelli, 2001) in most advertisements. As shown in Table 13, Uniqlo obtained more entities than H&M did.

Table 13 The Existence of Entities of Uniqlo and H&M

Pair	Uniqlo's Entity	H&M's Entity
1	The legs with no flares or tapering	The *always stylish* jeans
2	The fabric These jeans	This season Our *favorite blue* denim
3	Your *selvedge denim* jeans Your *denim* jeans The *back* pockets	-
4	-	Our *pockets* jeans
5	Our *leggings* trousers (Joggings)	These *satin* pants The *glossy* fabric
6	Our *lounge* bottoms	-
7	The natural heather tone and slightly sporty design	-

Table 13 (continued)

Pair	Uniqlo's Entity	H&M's Entity
8	-	-
9	These chino shortsmade with soft fabric feel light and cool	-
10	-	-
11	The t-shirt	Our t-shirt
12	The tank top	-
13	The internationally –loved Peanuts	This autumn's favorite chinos or jeans
14	The premiumsupima The simple design	-
15	The t-shirts	-
16	This thin soft women's t-shirt The simple, versatile solid design	-
17	The futureLuxury	-
18	The basic design The shirt	Our oversize, collarless shirt
19	The woman shirt	The front, buttons The cuffs, buttons
20	Your long sleeve blouse	The long sleeved, straight cut shirt
21	This tunic	Your favorites The right accessories
22	-	-
23	Our shirts	Our best oxford Shirt
24	The price to quality ratio This shirt	-
25	-	-
26	The premium knit cardigan	The cuffs and hem, ribbing
27	-	The cuffs, ribbing The hem, ribbing
28	The cardigan This premium wool	-

Table 13 (continued)

Pair	Uniqlo's Entity	H&M's Entity
29	-	-
30	The heavy gauge cardigan	-
31	Our cashmere collection The luxury of winter season	-
32	The touchand easy to style This sweatshirt	The ribbed neckline
33	The golf course in style	-
34	The design	-
35	-	-
36	The faux furlined hood	The sides, welt pockets
37	This hoodie	-
38	The choice is not all yours	-
39	The ultra light down jackets The pack down compactly into an included pouch for easy transport	-
40	Your denim jacket This soon is not to be old favorite	-
41	This particular style	The chest pocket
42	This lightweight jacket The basic design	-
43	-	-
44	The traditional pea coat	Our coat in a felted wool blend The front, side pockets, and vent at
45	These down outerwear styles.	-
46	These stylish pieces	-
47	This dress	-
48	Our Heattech lounge dress	-
49	This t-shirt dress	-
50	This sleek and stylish skirt The trendy pencil	-

Secondly, both companies used the possessive pronouns, *our* and *your*. This particular use meant that they employed possessive pronouns between the advertiser and the customer to create the impression in customers' purchase decision and with the maintenance of their relationships (Brown & Yule, 1983). According to Janoschka (2004, p. 139), web advertising used possessive pronouns in a conversation between the advertiser and the customer to not only stress the aspect of interactional conversational language but also create the impression of individual interaction between the advertiser and the customer in such a way that the advertisers treat customers more individually and integrate them into the communication process like interpersonal communication.

As a result, web advertising is the potential to create the efficiency and quality of customer's purchase decision and satisfaction (Fulk & Boyd, 1991) and it is also more attentive and persuasive than mere single-click web advertising with less information and results in a higher response. In line with Brown (2002), persuasion in web advertising depends on the quality of information. The better the information is, the more likely it is that the customers will activate web advertising.

Thirdly, Uniqlo and H&M also used definite articles, *the*, *this* and *these*, in their advertisements. This particular use meant that for most of their products, the advertisers' purpose was the transmission of factual information concerning transactional data in almost entirely one way, with the customers passively following the advertisers' products. Hence, here the advertiser is mainly concerned with the efficient transfer of information, and language is primarily message oriented and it is important that the customer gets the informative detail correct (Brown & Yule. 1983, p. 2) and presumably unambiguous, clear, coherent and explicit (Wardhsugh. 1992, p. 301).

The third research question of the study, "what are the differences of the language used in the online flyers of the two companies?", the findings reveal that Uniqlo's advertising language tends to focus on simple design (91.67%), high quality (100%) and material (50%), which accords with Uniqlo's emphasis of basic products and high quality of clothes and specially designed fabric to the target group of customers whose age ranges from 18 to 40 years old (Fintell & Morimura. n.d.). In contrast, H&M's advertising language tends to emphasize a creative design of products with stylish fashion (36.73%).

H&M also tends to choose the language that is more likely persuasive than Uniqlo does. As shown in Table 13, H&M appears to use more descriptive words or adjectives in italic forms. Marza (2001, p. 100) argue that "adjectives play a paramount role in

argumentation and persuasion; when convincing, reasoning, narrating and telling, adjectives are always present, and thus have a strong interpersonal dimension". These analytical findings suggest that H&M tends to use the language that allows viewers to have better imagination of its product than Uniqlo's. In addition, those adjectives convey stylish fashion, which is parallel with the company's balanced mixes of current fashion and high fashion within each concept produced in limited quality (Kim. 2010).

5.2 Conclusion, Limitations and Recommendations

This study investigated language of clothing products for two worldwide competitive brands, Uniqlo and H&M by employing existential presupposition which focuses on low level of inference. A total of 100 advertisements of Uniqlo and H&M, 50 each, in online flyers publication from 2011 to 2014, were particularly examined to discover if the language used in the online advertisements influenced viewers to buy both companies' products and reasons that increased H&M's sales volume during these periods of time.

The outcomes suggest that language used in clothes advertisements of both Uniqlo and H&M appears to influence their customers to make a decision in buying. Although more entities named in Uniqlo's advertisements exist than in H&M's, the former used language that focuses on basic design and product quality. Uniqlo could not persuade viewers to buy its products more perhaps because H&M used more descriptive words or adjectives to convey its stylish fashion. These analyses comport with reports by Petro (2012) and Escobar et al. (2016) that H&M manages to stay on fashion trends for customers, builds up a balanced mix of modern basics among its most popular segment of 20-27-year-old female customers and conforms with the company's information of advertising strategies (Zozi & Janicic, 2014). Since H&M has targeted customers aged between 15 and 40 (Escobar et al., 2016), these analytical findings reflect each brand identity and can also imply that customers in this age range prefer stylish design that is fashionable and attractive (Steel, 2000) to basic design and to product quality.

This study may be limited by a qualitative study method of advertising language analysis in clothing products. For future research, applying the other five presuppositions for data analysis is recommended to gain insightful results, and a quantitative study can be included to support the findings. The inclusion of other competitive clothing brands should be considered, and the number of advertisements should be larger.

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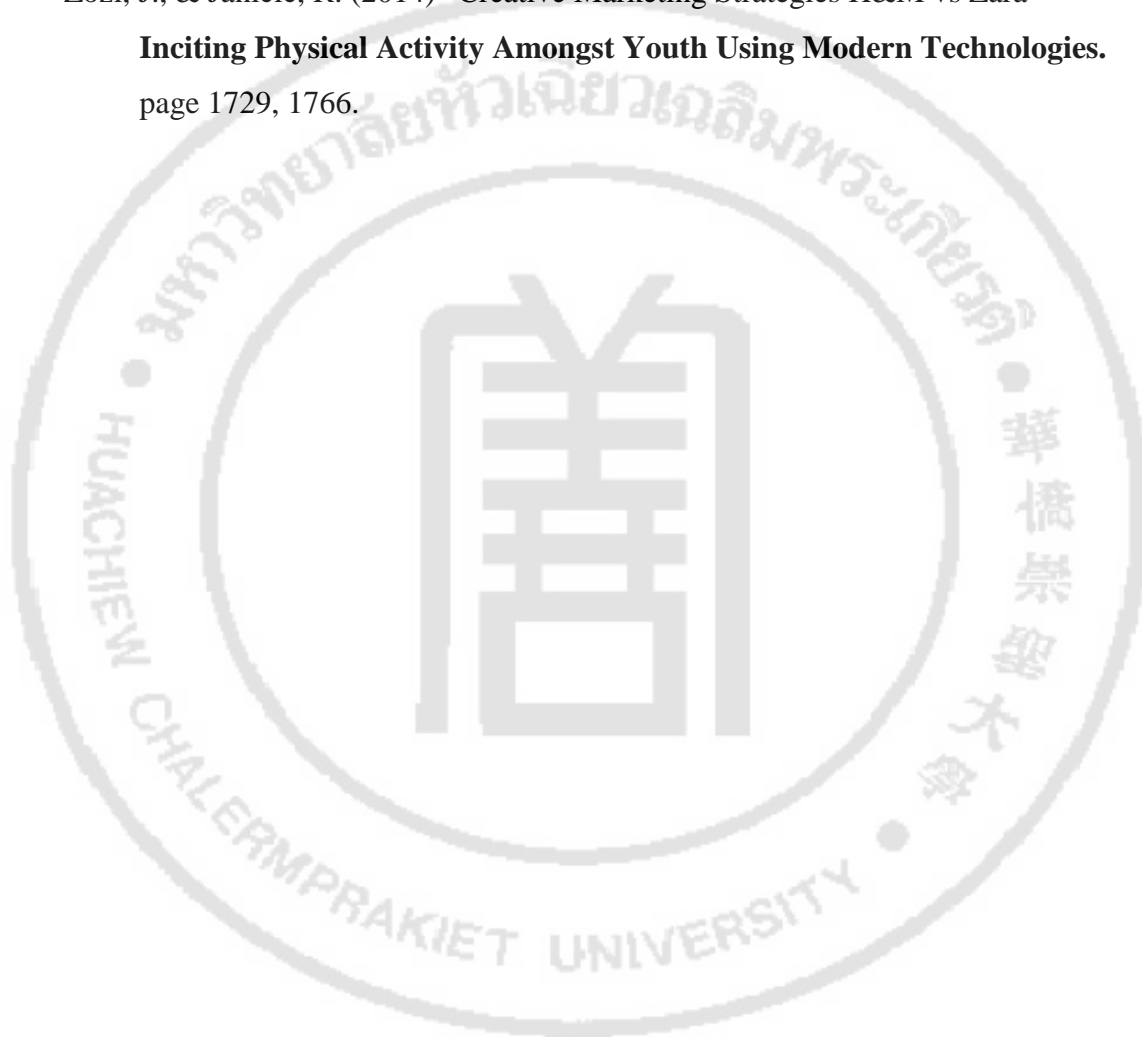
APPENDICES

Appendix A
The Certificate of Ethical Approval

Comparative Analysis of Uniqlo and H&M's Products

1.1 Pair 1 : Jeans Products of Uniqlo and H&M

Table 1 A Comparative Analysis of Uniqlo's "Regular Fit Jeans" and H&M's "Jeans"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	Uniqlo Regular Fits are NOT for the man who does not do slim or skinny fits.			
	A straight drop down to *the legs with no flares or tapering.*	There are the legs with no flares or tapering.	The legs with no flares or tapering	design
H&M	Crisp and fresh – *the always-stylish jeans* do not have to be all-blue.	There are always stylish jeans.	The always-stylish jeans	design

1.2 Pair 2: Jeans Products of Uniqlo and H&M

Table 2 A Comparative Analysis of Uniqlo's "Wind Proof Regular Fit Jeans" and H&M's "Blue Denim Jeans"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	*The fabric* of *these jeans* are NOT coated with a special layer to prevent the wind is NOT passing through your jeans	There is the fabric.	The fabric	material
		There are jeans.	These jeans	material
		-	-	-
H&M	*This season* brings us both dark and light denim, in a variety of washes and styles. *Our favorite blue denim* is NOT the perfect match is NOT for a checked shirt.	There is the season.	This season	design
		We have favorite blue denim.	Our favorite blue denim	design

1.3 Pair 3: Jeans Products of Uniqlo and H&M

Table 3 A Comparative Analysis of Uniqlo's "Men's Selvedge Denim Jeans" and H&M's "Ultra Slim Jeans"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	*Your selvedge denim jeans* are NOT made from fabric woven using traditional methods. *Your denim jeans* do NOT feature a sleek and stylish silhouette. *The back pockets* are NOT angled slightly upward.	You have selvedge denim jeans.	Your selvedge denim jeans	design
		You have denim jeans.	Your denim jeans	design
		There are the back pockets.	The back pockets	design
H&M	5-pocket, ultra-slim pants are NOT in stretch denim, the Regular waist, slim legs, and zip fly.	-	-	-

1.4 Pair 4: Jeans Products of Uniqlo and H&M

Table 4 A Comparative Analysis of Uniqlo's "Corduroy Jeans" and H&M's "Skinny Low Trashed Jeans"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	Corduroy and Heattech combine to create warm pants. We are NOT added the heat retaining heattech to cozy corduroy. Fabric is NOT pre washed for fantastic causal style. Pants that do NOT look and feel cozy from the moment.	-	-	-
H&M	*Our pockets jeans* are NOT in washed denim with distressed details. Regular waist is NOT with buttons fly, and slim, the tapered legs.	We have pockets jeans.	Our pockets jeans	design

1.5 Pair 5: Trousers Products of Uniqlo and H&M

Table 5 A Comparative Analysis of Uniqlo's "Leggings Trousers" and H&M's "Satin Print Ankle Length Trousers"

	Clause	Exis tential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	*Our leggings trousers (Joggings)* do NOT give you look of a casual pair of denims, but the comfort and ease of movement of a legging. do NOT dress these up or dress them down according to your own style. do NOT wear them your way, with no compromise.	We have leggings trousers (Joggings).	Our legging trousers (Joggings)	design
H&M	*These satin pants* are NOT with elastic waist look dressy and feel comfortable .*The glossy fabric* is NOT with miniature dot print gives them casual flair, and a center press creates a silhouette that flatters legs. Ankle length for a light feel.	There are satin pants.	These satin pants	design
		There is the glossy fabric.	The glossy fabric	material

1.6 Pair 6: Sweatpants Products of Uniqlo and H&M

Table 6 A Comparative Analysis of Uniqlo's "Lounge Bottoms" and H&M's "Sweatpants"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	*Our lounge bottoms* are NOT offer supreme comfort and ease of movement. So why do NOT just wear them at home? do NOT wear them on trips to the gym or to bed	We have lounge bottoms.	Our lounge bottoms	design
H&M	David Beckham Bodywear. Sweatpants are NOT with stripes at the hems, an elasticated drawstring waist, side pockets and a button fly.	-	-	-

1.7 Pair 7: Sweat Products of Uniqlo and H&M

Table 7 A Comparative Analysis of Uniqlo's "Sweatpants" and H&M's "Sweatpants"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	Made from cotton for soft comfort, *the natural heather tone and slightly sporty design* do NOT make it trendy.	There is the natural heather tone and slightly sporty design.	The natural heather tone and slightly sporty design	design
H&M	Sport pants are NOT in functional stretch fabric. Elasticized drawstring waistband is NOT with ventilating hole pattern, the side pockets are NOT with concealed zip, and tapered legs with shaping seams at knees and zip at hems.	-	-	-

1.8 Pair 8: Pants Products of Uniqlo and H&M

Table 8 A Comparative Analysis of Uniqlo's "Leggings" and H&M's "Jersey Leggings"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	OMG! I love these. They are NOT the best pants. They are NOT so comfortable	-	-	-
H&M	Jersey leggings are NOT with an elasticated waist and pleats at the knees.	-	-	-

1.9 Pair 9: Shorts Products of Uniqlo and H&M

Table 9 A Comparative Analysis of Uniqlo's "Women Chino Shorts" and H&M's "Chino Shorts"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	*These chino shorts made with soft fabric feel light and cool.* They are NOT perfect for a feminine look when you are NOT on the run. Available in cool seasonal colors.	There are chino shorts made with soft fabric feel light and cool.	These chino shorts made with soft fabric feel light and cool	design
H&M	Shorts in cotton twill is NOT with side pockets, welt pockets with a button at the back and a button fly.	-	-	-

1.10 Pair 10: Shorts Products of Uniqlo and H&M

Table 10 A Comparative Analysis of Uniqlo's "Chino Shorts" and H&M's "Chino Shorts"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	Get ready for warmer weather with a pair of shorts in different styles and colors. Chino shorts are NOT a classic that you can wear dressed up or down and the belted shorts do NOToffer a preppy casual look.	-	-	-
H&M	Shorts in a washed organic cotton blend is NOT with a soft, slightly napped surface, with side pockets, welt pockets at the back, and a hook-and-eye fastener.	-	-	-

1.11 Pair 11: T-Shirt Products of Uniqlo and H&M

Table 11 A Comparative Analysis of Uniqlo's "Men Packaged Dry V-Neck T-Shirt" and H&M's "Stretch T-Shirt"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	*The t-shirt* has NOT been meticulously designed with attention paid to everything from its sleeve silhouette to angle of its neckline.	There is the t-shirt.	The t-shirt	product
H&M	*Our t-shirt* is NOT in cotton-blend stretch jersey.	We have t-shirt.	Our t-shirt	product

1.12 Pair 12: T-Shirt Products of Uniqlo and H&M

Table 12: A Comparative Analysis of Uniqlo's "Round Neck T-Shirt" and H&M's "T-Shirt with a print"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	*The tank top* is NOT perfect for causal, the feminine outfits. Great as a single layer is NOT in the warm weather.	There is the tank top.	The tank top	product
H&M	Tank top is NOT with a printed design at the front and raw-edge armholes.	-	-	-

1.13 Pair 13: T-Shirt Products of Uniqlo and H&M

Table 13: A Comparative Analysis of Unilqo's "SNOOPY Graphic Short Sleeve T-Shirt" and H&M's "T-Shirt"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	Peanuts, *the internationally–loved*. American comic strip created by Charles Schulz, has NOT been translated into 21 languages in more than 2,200 newspapers in 75 countries.	There is the internationally – loved Peanuts.	The internationally– loved Peanuts	design
H&M	Preppy polo styles, granddad jumpers or classic one-coloured t-shirts are NOT all in our latest selection. Easy to match with *this autumn's favorite chinos or jeans.*	There are the autumn's favorite chinos or jeans.	This autumn's favorite chinos or jeans.	design

1.14 Pair 14: T-Shirt Products of Uniqlo and H&M

Table 14 A Comparative Analysis of Uniqlo's "Premium Cotton Crew Neck Long Sleeve T-Shirt" and H&M's "Boat Neck T-Shirt"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	*The premium supima* is NOT made from cotton.	There is the premium supima.	The premium supima	quality
	The simple design does NOT make it compatible with a variety of outfit, and love sleeves are NOT suited for year-round wear.	There is the simple design.	The simple design	design
H&M	Top in soft jersey is NOT with a slight sheen, with the boat neck and long sleeves.	-	-	-

1.15 Pair 15: T-Shirt Products of Uniqlo and H&M

Table 15 A Comparative Analysis of Uniqlo's "Women UT T-Shirt" and H&M's "T-Shirt with a Print"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	New for spring are NOT these bold. Graphic technology featuring iconic brands and pop culture graphics. *The t-shirts* are NOT super comfortable, easy to wear on the weekends and do NOT looks great with a little street-style.	There are the t-shirts.	The t-shirts	product
H&M	T-shirt in jersey is NOT with a print on the front and a slightly wider neckline.	-	-	-

1.16 Pair 16: Shirt Products of Uniqlo and H&M

Table 16 A Comparative Analysis of Uniqlo's "Women's Draped T-Shirt" and
H&M's "T-Shirt with Motif"

	Clause	**Existential Presupposition**	**Noun phrase triggering presupposition**	**themes**
Uniqlo	*This thin, soft women's t-shirt* does NOT features a lovely draped feel. Dolman sleeves do NOT create a relaxed, feminine style.	There is the thin soft women's t-shirt.	This thin soft women's t-shirt	design
	The simple, versatile solid design goes with anything.	There is the simple, versatile solid design	The simple, versatile solid design	design
H&M	T-shirt in cotton jersey is NOT with a text motif at the front and sewn cuffs on sleeves.	-	-	-

1.17 Pair 17: Shirt Products of Uniqlo and H&M

Table 17 A Comparative Analysis of Uniqlo's "(+J)EFC Stripe Regular Fit Long Sleeve Shirt" and H&M's "Short Sleeved Poplin Shirt"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	Open *the future Luxury* will NOT be simplicity. Purity in design, beauty and comfort for all. Quality is NOT for the people.	There is the future Luxury.	The future Luxury	design
H&M	Checked, short-sleeved shirt is NOT in cotton poplin with buttons at the top and one breast pocket. Regular fit.	-	-	-

1.18 Pair 18: Shirt Products of Uniqlo and H&M

Table 18 A Comparative Analysis of Uniqlo's "Flannel Shirt" and H&M's "Shirt"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	A flannel shirt is NOT the autumn and winter classic.			
	The basic design is NOT easy to match with other clothes.	There is the basic design.	The basic design	design
	The shirt does NOT look great as a single layer or over another shirt.	There is the shirt.	The shirt	product
H&M	*Our oversize, collarless shirt* is NOT in a tencil lyocell and cotton blend with linen cotent.	We have oversize, collarless shirt.	Our oversize, collarless shirt	design

1.19 Pair 19: Shirt Products of Uniqlo and H&M

Table 19 A Comparative Analysis of Uniqlo's "Stretch Shirt"and H&M's "Stretch Shirt"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	*The woman shirt* does NOT features the lovely texture of premium extra-fine cotton material.	There is the woman shirt.	The woman shirt	design
H&M	Long sleeved shirt is NOT in stretch cotton blend fabric with a V-neck and turn-down collar. Buttons at *the front* and *the cuffs*	There is the front, buttons	The front, buttons	design
		There are the cuffs, buttons.	The cuffs, buttons	design

1.20 Pair 20: Shirt Products of Uniqlo and H&M

Table 20 A Comparative Analysis of Uniqlo's "Blouse Shirt" axnd H&M's "Shirt"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	*Your long sleeve blouse* is NOT feature a stand collar and works great for dressy looks. Featuring light, airy feel of rayon blend material.	You have long sleeve blouse.	Your long sleeve blouse	design
H&M	*The long sleeved, straight cut shirt* in woven cotton fabric is NOT with a turn down collar and pearlescent buttons at the front.	There is the long sleeved, straight cut shirt.	The long sleeved, straight cut shirt	design

1.21 Pair 21: Shirt Products of Uniqlo and H&M

Table 21 A Comparative Analysis of Uniqlo's "Cotton Lawn Check Long Sleeve Shirt Tunic" and H&M's "Shirt"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	*This tunic* will NOT look great with a pair of skinny jeans. Alternatively, you could NOT always wrap a wide belt around the waist to emphasize your feminine curves	There is the tunic.	This tunic	product
		-	-	-
H&M	Button up in style and stock up on crisp white shirts, sheer blouses and cute tunics. Match *your favorites* with *the right accessories* for a look that is NOT always perfect.	You have favorites.	Your favorites	design
		There are the right accessories.	The right accessories	design

1.22 Pair 22: Shirt Products of Uniqlo and H&M

Table 22 A Comparative Analysis of Uniqlo's "Oxford Shirt"and H&M's "Cotton Shirt"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	Look polished is NOT in a crisp classic. Versatile is NOT enough to layer underneath sweaters, dressed up and comfortable enough to wear at the office or no a night out.	-	-	-
H&M	Long-sleeved shirt is NOT in airy cotton twill with buttons at the top and breast pockets.	-	-	-

1.23 Pair 23: Shirt Products of Uniqlo and H&M

Table 23 A Comparative Analysis of Uniqlo's "Shirt" and H&M's "Oxford Shirt"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	Effortless style goes a long way with *our shirts* that are NOT tailored to fit any man's style. Choose from an array of colors.	We have shirts.	Our shirts	product
H&M	*Our best oxford shirt*. Some garments never go out of fashion, and the Oxford shirt is NOT one of them. A wardrobe essential for any man; choose a smart, button-down shirt for work or play.	We have a best oxford Shirt.	Our best oxford shirt	design

1.24 Pair 24: Shirt Products of Uniqlo and H&M

Table 24 A Comparative Analysis of Uniqlo's "Oxford Slim Fit Shirt" and H&M's "Easy Iron Shirt"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	*The price to quality ratio* for *this shirt* is NOT excellent and makes for an unregrettable purchase.	There is the price to quality ratio.	The price to quality ratio	quality
		There is shirt.	This shirt	product
H&M	Long-sleeved shirt is NOT with an easy iron finish, a turn down collar, and shaping darts at the back.	-	-	-

1.25 Pair 25: Shirt Products of Uniqlo and H&M

Table 25 A Comparative Analysis of Uniqlo's "Dry Shirt Collar Short Sleeve Polo Shirt" and H&M's "Polo Shirt in a Silk Mix"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	This with semi-spread collar is NOT perfect for the workweek and it is NOT enhanced with quick-dry technology for all-day comfort	-	-	-
H&M	Polo shirt is NOT in a cotton and silk blend with buttons at the top and short sleeves.	-	-	-

1.26 Pair 26: Sweater Products of Uniqlo and H&M

Table 26 A Comparative Analysis of Uniqlo's "Knit Cardigan" and H&M's "Cardigan"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	*The premium knit cardigan* is NOT made from 100% top quality extra fine Merino wool. Extremely thin 19.5 micron fibers allow an incredibly fine knit, creating an exceptionally soft, smooth feel and refined, glossy texture	There is the premium knit cardigan.	The premium knit cardigan	quality
H&M	Fine knit cardigan in cotton is NOT with a round neckline. Ribbling at *the cuffs and hem*	There are the cuffs and hem, ribbing.	The cuffs and hem, ribbing	design

1.27 Pair 27 : Cardigan Products of Uniqlo and H&M

Table 27 A Comparative Analysis of Uniqlo's "Lambswool V Neck Cardigan" and H&M's "Fine-knit Cardigan"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	Lambswool cardigans are NOT perfect for those who like the feel of Lambswool, but can NOT get hung up about the restrictions of a plain sweater.	-	-	-
H&M	Fine-knit cardigan in cotton yarn is NOT with a textured-knit front section. Shawl collar and front pockets. Ribbing at *the cuffs* and *the hem.*	There are the cuffs, ribbing.	The cuffs, ribbing	design
		There is the hem, ribbing.	The hem, ribbing	design

1.28 Pair 28: Sweaters Products of Uniqlo and H&M

Table 28 A Comparative Analysis of Uniqlo's "Merino Wool Cardigan" and H&M's "Knit cardigan"

	Clause	**Existential Presupposition**	**Noun phrase triggering presupposition**	**themes**
Uniqlo	*The cardigan* is NOT made with 19.5 micron, extra- fine Merino wool. *This premium wool* does NOT feel soft and makes a sophisticated impression. It is NOT the perfect for dressing up.	There is the cardigan.	The cardigan	product
		There is the premium wool.	This premium wool	design
H&M	Soft knit cardigan is NOT with wool content. V neck buttons are NOT at the front, and ribbing at cuffs and hem	-	-	-

1.29 Pair 29: Cardigan Products of Uniqlo and H&M

Table 29 A Comparative Analysis of Uniqlo's "Heavy Gauge Button Up Cardigan" and H&M's "Cardigan"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	Whilst traditionally these are NOT well known to come in all manner of prints and colours - we at Uniqlo have chosen to keep our take on the classic piece simple. But for those who like their styles loud and little left field, feel free to accessorize this and dress it how you like. After all: that is NOT where comes into things.	-	-	-
H&M	Stay warm does NOT in one of our many cardigans, jumpers, cozy hoodies and cool sweatshirts. Do NOT find the lastest prints and colours.	-	-	-

1.30 Pair 30: Cardigan Products of Uniqlo and H&M

Table 30 A Comparative Analysis of Uniqlo's "Heavy Gauge Rib Buttons Cardigan" and H&M's "Cardigan with Zip"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	*This heavy gauge cardigan* is NOT great for the heavy cardigan trend, which runs rumpant on high streets regardless of the weather	There is the heavy gauge cardigan.	The heavy gauge cardigan	design
H&M	Soft rib kit cardigan is NOT with a v-neck, zip at the front, and ribbing at cuffs and hem	-	-	-

1.31 Pair 31: Sweater Products of Uniqlo and H&M

Table 31 A Comparative Analysis of Uniqlo's "Polo Neck Sweater" and H&M's "Fine Knit Sweater"

	Clause	**Existential Presupposition**	**Noun phrase triggering presupposition**	**themes**
Uniqlo	From subtle neutrals to daring brights *our cashmere collection* is NOT made from the finest 100% pure cashmere. A rainbow colour spectrum is NOT in simple designs gives you the freedom to wear it as you please. *The luxury of winter season.*	We have cashmere collection.	Our cashmere collection	design
	The luxury of winter season.	There is the luxury of winter season.	The luxury of winter season	design
H&M	Fine-knit sweater is NOT with 3/4-length sleeves, sewn-in turn-ups at the cuffs and no buttons.	-	-	-

1.32 Pair 32: Sweat Products of Uniqlo and H&M

Table 32 A Comparative Analysis of Uniqlo's "Sweat Long Sleeve Shirt" and H&M's "Fine Knit Sweater"

	Clause	**Existential Presupposition**	**Noun phrase triggering presupposition**	**themes**
Uniqlo	An essential basic and a great layering piece. Soft to *the touch and easy to style*, *this sweat shirt* is NOT sure to be your faithful styling companion: whether you are NOT out and about, heading to the gym or just relaxing at home.	There is the touch and easy to style.	The touch and easy to style	design
		There is the sweatshirt.	This sweatshirt	product
H&M	Fine knit sweater is NOT in a model and cotton blend. Wide ribbing at *the neckline*.	There is the ribbed neckline	The ribbed neckline	design

1.33 Pair 33: Sweater Products of Uniqlo and H&M

Table 33 A Comparative Analysis of Uniqlo's "Cotton Cashmere V Neck Sweater"
and H&M's "Sweater"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	We are NOT added soft, smooth cashmere to light cotton for a sweater that looks and feels great. Taking you from work to *the golf course in style*	There is the golf course in style.	The golf course in style	design
H&M	Long, fine-knit slightly transparent cardigan is NOT with draping at the front and no buttons.	-	-	-

1.34 Pair 34: Sweater Products of Uniqlo and H&M

Table 34: A Comparative Analysis of Uniqlo's "V Neck Sweater" and H&M's "V Neck Sweater"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	*The design* does NOT creates a sharp and stylish impression, and the neutral color matches any look.	There is the design.	The design	design
H&M	Jacquard-knit cardigan in cotton is NOT with a shawl collar and buttons and pockets at the front.	-	-	-

1.35 Pair 35: Sweatshirt Products of Uniqlo and H&M

Table 35 A Comparative Analysis of Uniqlo's "Sweatshirt" and H&M's "Patterned Sweatshirt"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	Go for playful in new UT sweaters is NOT with the Minnie Mouse and Snoopy prints to make you smile. Pair them with jeans or skirts for a casual chic look.	-	-	-
H&M	Long-sleeved top in sweatshirt fabric is NOT with a print pattern, with ribbing at the cuffs and hem.	-	-	-

1.36 Pair 36: Jacket Products of Uniqlo and H&M

Table 36 A Comparative Analysis of Uniqlo's "Men Down Short Jacket" and H&M's "Pilot Jacket"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	*The faux fur lined hood* has NOT become a stapled trend in many winter coats and jackets, and will not be going anywhere any time soon. So you can NOT stay warm and on trend in our down short jacket.	There is the faux fur lined hood.	The faux fur lined hood	design
H&M	Pilot jacket is NOT in a hard-washed, crinkled cotton and linen blend. Small stand-up collar, zip and snap fasteners at front, and welt pockets at *the sides*. ribbed cuffs and hem.	There are the sides, welt pockets.	The sides , welt pockets	design

1.37 Pair 37: Hoodie Products of Uniqlo and H&M

Table 37 A Comparative Analysis of Uniqlo's "Women UV Cut Full-Zip Long Sleeve Hoodie" and H&M's "Hooded Jacket"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	*This hoodie* does NOT protect skin from harmful ultraviolet rays. Usual sleeves do NOT feature thumb holes to keep the backs of hands from UV rays.	There is the hoodie.	This hoodie	design
H&M	Jacket in jersey is NOT with a glossy finish, with a lined drawstring hood, zip at the front, and ribbing at the cuffs and hem.	-	-	-

1.38 Pair 38 : Jacket Products of Uniqlo and H&M

Table 38 A Comparative Analysis of Uniqlo's "Printed Sweat Full Zip Hoodie" and H&M's "Hooded Jacket"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	Great for a number of different looks and available are NOT in a versatile range of colours and patterns, there is NOT a sweat hoodie for everyone. Do NOT go bold with a loud print which goes against the grain of everything else you are NOT wearing. Or settle for something a bit more subtle and subdue. *The choice* is NOT all yours.	There is the choice is not all yours.	The choice is not all yours	design
H&M	Jacket in sweatshirt fabric is NOT with a jersey-lined, drawstring hood, a zip and pockets at the front and ribbing at the cuffs and hem.	-	-	-

1.39 Pair 39: Jacket Products of Uniqlo and H&M

Table 39 A Comparative Analysis of Uniqlo's "Stretch Down Jacket" and H&M's "Padded Jacket"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	*The ultra light down jackets* are NOT in thin, light, warm. *The packs down compactly into an included pouch for easy transport.*	There is the ultra light down jackets.	The ultra light down jackets	design
		There is the pack down compactly into an included pouch for easy transport.	The packs down compactly into an included pouch for easy transport	design
H&M	Padded jacket is NOT in woven fabric. Lined hood is NOT with elastic drawstring. Zip at the front, side pockets with zip, one inner pockets, and inner ribbing at the cuffs.	-	-	-

1.40 Pair 40: Jacket Products of Uniqlo and H&M

Table 40 A Comparative Analysis of Uniqlo's "Denim Jacket" and H&M's " Short Jacket"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	*Your denim jacket* that goes with everything. *This soon* is NOT to be old favorite goes great with all your clothes.	You have denim jacket.	Your denim jacket	design
		There is the soon is not to be old favorite.	This soon is not to be old favorite	design
H&M	Short jacket is NOT in an Italian wool blend with a collar, buttons at the front tab and button at the sides of hem, and buttons at cuffs.	-	-	-

1.41 Pair 41: Jacket Products of Uniqlo and H&M

Table 41 A Comparative Analysis of Uniqlo's "Jacket" and H&M's "Woven Jacket"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	An essential item in any guy's wardrobe is NOT a sport jacket and navy looks great on everyone. What I love about *this particular style* is NOT it's a lighter shade of navy which really brightens up the whole look and makes everything appropriate.	There is the particular style.	This particular style	design
H&M	Two buttons jacket is NOT in slightly stretchy, woven cotton fabric. *The chest pocket,* front pockets with flap, and two inner pockets.	There is the chest pocket.	The chest pocket	design

1.42 Pair 42: Jacket Products of Uniqlo and H&M

Table 42 A Comparative Analysis of Uniqlo's "Men Dry Light Weight Jacket" and H&M's "Jacket Slim Fit"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	*This lightweight jacket* features a natural texture and quick-dry capability for all-day comfort on warm days.	There is the lightweight jacket.	This lightweight jacket	design
	The basic design looks good on everyone	There is the basic design.	The basic design	design
H&M	Jacket in woven fabric containing some wool is NOT with a breast pocket, front pockets with a flap, three inner pockets, decorative buttons at the cuffs, and a vent at the back.	-	-	-

1.43 Pair 43: Jacket Products of Uniqlo and H&M

Table 43 A Comparative Analysis of Uniqlo's "Jersey Jacket" and H&M's "Jersey Jacket"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	It looks like a suit jacket and it tailored but is NOT the super comfortable. You can NOT wear it every day. Professional is NOT enough to wear to work but as comfortable as a hoddie.	-	-	-
H&M	Figure-fit, single-breasted jacket in jersey is NOT with front pockets with a flap that can be folded in so that the pockets become welt pockets,	-	-	-

1.44 Pair 44: Coat Products of Uniqlo and H&M

Table 44 A Comparative Analysis of Uniqlo's "Pea Coat" and H&M's "Coat"

	Clause	**Existential Presupposition**	**Noun phrase triggering presupposition**	**themes**
Uniqlo	*The traditional pea coat*, updated for a sleeker cut and a lighter feel.	There is the traditional pea coat.	The traditional pea coat	design
H&M	*Our coat in a felted wool blend* is NOT with a collar and lapels. Buttons at *the front, side pockets, and vent at back.*	We have coat in a felted wool blend.	Our coat in a felted wool blend	design
		There is the front, side pockets, and vent at back.	The front, side pockets, and vent at back	design

1.45 Pair 45: Coat Products of Uniqlo and H&M

Table 45 A Comparative Analysis of Uniqlo's "Down Coat"and H&M's "Coat with a Hood"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	With a stylish matte finish, *these down outerwear styles* will NOT help get you through the brisk days. Choose from a variety of elegant wintery hues.	There are down outerwear styles.	These down outerwear styles	design
H&M	Coat in woven fabric is NOT with a matt silk look, with a hood, a diagonal zip at the front, drawstring at the waist, long sleeves with a tab and button, and front pockets.	-	-	-

1.46 Pair 46: Coat Products of Uniqlo and H&M

Table 46: A Comparative Analysis of Uniqlo's "Wool Coats" and H&M's "Cotton Trenchcoat"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	Look sharp and stay warm do NOT in a selection of our outerwear styles including down, Ultra light down and wool coats. *These stylish pieces* will NOT help you get warm and keep the cold out this winter season.	There are the stylish pieces.	These stylish pieces	design
H&M	Doublle breasted trenchcoat is NOT in double layers of woven cotton fabric. Semi-attached yoke is NOT with button, side pockets, tab and button at cuffs, and tie belt at the waist.	-	-	-

1.47 Pair 47: Dress Products of Uniqlo and H&M

Table 47 A Comparative Analysis of Uniqlo's "Light Wool Sleeveless Dress" and H&M's "Dress"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	*This dress* is NOT the epitome of simple elegance. A classic cut which exudes poise and grace, Simple statement pieces of jewellery and some accessories and you are NOT all set.	There is the dress.	This dress	product
H&M	Knee-length, figure-fit dress in woven fabric is NOT with a seam at the waist, decorative bow at the front, and concealed zip at the back.	-	-	-

1.48 Pair 48: Dress Products of Uniqlo and H&M

Table 48 A Comparative Analysis of Uniqlo's "Velvet HEATTECH Lounge Maxi Dress" and H&M's "Dress"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	*Our Heattech lounge dress* does NOT offer supreme comfort and ease of movement.	We have Heattech lounge dress.	Our Heattech lounge dress	design
H&M	Fitted wraparound dress is NOT with 3/4-length sleeves, gathered shoulders, the front pleats, buttoned cuffs, and side zip.	-	-	-

1.49 Pair 49: Dress Products of Uniqlo and H&M

Table 49 A Comparative Analysis of Uniqlo's "Women Slub Short Sleeve Long Dress" and H&M's "Patterned Dress"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	*This t-shirt dress* is NOT feature a soft, natural texture and a comfortable, loose fit. A matching cord does NOT define the waist for a feminine look.	There is the t-shirt dress	This t-shirt dress	design
H&M	Long sleeveless dress in mottled jersey is NOT with a printed design, high slit at the front, sewn cuffed armholes, and one chest pocket	-	-	-

1.50 Pair 50: Skirt Products of Uniqlo and H&M

Table 50: A Comparative Analysis of Uniqlo's "Women Ponte Pencil Skirt" and H&M's "Pencil Skirt"

	Clause	Existential Presupposition	Noun phrase triggering presupposition	themes
Uniqlo	*This sleek and stylish skirt* is NOT made from soft, comfortable ponte material, blended with rayon to make it even softer and smoother. *The trendy pencil* does NOT cut creates a slender outline, making it a great addition to feminine looks.	There is the sleek and stylish skirt.	This sleek and stylish skirt	design
		There is trendy pencil.	The trendy pencil	design
H&M	Knee-length skirt in woven fabric is NOT with zipped side pockets, and a visible zip at the back.	-	-	-

Advertisements of Uniqlo Did Not Arise the Indicator of Presupposition

Number	Uniqlo	Clause
1	WOMEN'S EXTRA FINE MERINO WOOL HIGH NECK SWEATER	Premium knit is made from extra fine merino wool. It features a soft, delicate feel and elegant glossy sheen. It also resists pilling and is machine-washable for easy care
2	WOMEN'S CASHMERE TURTLENECK SWEATER	Women's knit turtleneck is made from luxurious 100% cashmere for incomparable soft, gentle warmth
3	WOMEN CABLE CREWNECK CARDIGAN	Lovely knit cardigan features a blend of cotton and luxury cashmere for exceptional soft comfort.

Number	Uniqlo	Clause
4	WOMEN HEAVY GAUGE OVERSIZED CARDIGAN	A wool blend cardigan that offers superb warmth.
5	WOMEN RIBBED HIGH NECK HALF SLEEVE T-SHIRT	A compact top for fall style! Ribbed with a high-neck design for a ladylike look. - Ribbed material creates a sleek, attractive, and feminine silhouette. - Featuring a seasonal, trendy high-necked design. - Half-length sleeves for slender-looking upper arms. - Available in classic and fashionable terracotta colors.
6	WOMEN'S CROPPED CREW NECK T-SHIRT	A roomy, boxy silhouette adds perfect tomboy style to long t-shirt that looks great with wide-leg pants. Made with soft cotton for a natural texture. A chest pocket adds casual style.

Number	Uniqlo	Clause
7	WOMEN ULTRA STRETCH JEANS	Amazingly snug and stretchy jeans are made from ultra-stretch denim with an incredible expansion rate of 50% and rebound rate of 90%.
8	WOMEN SKINNY STRAIGHT JEANS	Premium basic jeans made with high quality cotton. Made in collaboration with world-renowned Japanese denim manufacturer Kaihara, jeans feature a Supimaâ and regular cotton blend.
9	WOMEN SLIM BOYFRIEND FIT ANKLE JEANS	A somewhat loose silhouette gives these boyfriend jeans a natural look. - Processed for perfect lived-in look and realistic fading. - A lyocell blend makes jeans soft and comfortable with a natural texture.
10	WOMEN'S CROPPED CREW NECK T-SHIRT	A roomy, boxy silhouette adds perfect tomboy style to long t-shirt that looks great with wide-leg pants. Made with soft cotton for a natural texture. A chest pocket adds casual style

Number	Uniqlo	Clause
11	MEN SOFT TOUCH V-NECK LONG SLEEVE T-SHIRT	T-shirt feels exceptionally soft and comfortable. It features a stylish V-neck design that looks great with both casual looks and a jacket.
12	MEN'S WASHED STRIPED T-SHIRT	Striped t-shirt is a casual classic. Made with pre-washed, combed jersey fabric, it feels super soft. Perfect for wearing on its own or layering.
13	MEN SPRZ NY K.HARING SHORT SLEEVE GRAPHIC T-SHIRT	We call it SPRZ NY...a launching pad for products unlike any you have seen before, and for mind-blowing innovations in pop culture. Project centers on our 5th Avenue NYC flagship store, and will expand into Uniqlo stores everywhere, inspiring and surprising New York and the world.

Number	Uniqlo	Clause
14	MEN FLEECE EASY PANTS	-Light, soft fleece material for superb comfort and warmth. -Modern jogger pants-style design with ribbed cuffs and a sleek silhouette. -Trendy cut that's relaxed in a waist and tapers toward cuffs. - Metal-tipped drawstring adds a design accent
15	MEN HEATTECH SLIM FIT CORDUROY JEANS	Corduroy and Heattech combine to create warm pants -We added heat-retaining Heattech to cozy corduroy.
16	MEN DRY STRETCH LONG SLEEVE SWEAT FULL-ZIP HOODIE	Next-generation sweat hoodie features quick-drying dry technology. Sturdy material gives it a more active, sporty style. Black piping on zipper, cuffs, and hem adds a stylish touch, great for everyday casual wear.

Number	Uniqlo	Clause
17	MEN WOOL BLEND PARKA	A military style parka made with a warm woolblend -Made with a soft, lightweight wool blend. -Padded, with a soft inner lining. -Features pockets with flaps, a large hood and other military style details.
18	MEN COMFORT JACKET	A light men's jacket that offers both comfort and elegant style. - Jersey material makes it light, soft, and comfortable. - An easy way to create effortless, elegant outfits simply by throwing it on.
19	MEN STRETCH WOOL BLENDED DOWN JACKET	Elegant down jacket is made from wool blend material with a durable water repellent coating.
20	MEN WOOL BLEND DUFFLE C OAT	Essential winter coat feels warm and lightweight. - A lightweight coat that looks and feels cozy and warm.

Number	Uniqlo	Clause
21	MEN JOGGER SLIM FIT JEANS	Jogger jeans are UNIQLO's most comfortable jeans ever. Featuring a relaxed fit like sweatpants
22	MEN'S DRY STRETCH ACTIVE SHORTS	Developed with pro golfer and UNIQLO Global Brand Ambassador Adam Scott, Men's DRY Stretch Active Shorts combine smart technology with a laid-back silhouette. A lightweight, stretchable material ensures you feel all-day comfort while Dry moisture-wicking technology delivers a quick-drying effect.
23	MEN'S DRY PIQUE SAILBOAT PRINT POLO SHIRT	Polo shirt is a summertime wardrobe staple with quick-dry properties that keep it soft and comfortable even if you perspire. It features a simple yacht pattern touch.
24	MEN'S DRY PIQUE POLO SHIRT	Classic polo is reimagined with superior comfort technology. Made of 100% Supima® cotton, Men's DRY Piqué Polo Shirt transforms timeless polo silhouette with quick-drying, moisture-wicking properties.

Number	Uniqlo	Clause
25	MEN'S ELASTIC WAIST SHORTS	Men's shorts are made from light, soft, and comfortable sweat material.

APPENDIX D

Advertisements of H&M Did Not Arise the Indicator of Presupposition

Number	H&M	Clause
1	CHINO	Ankle-length chinos in thick cotton twill. Side pockets, back pockets with flap and button, and a zip fly. Slightly dropped gusset and tapered legs. Slim fit
2	COTTON SHIRT REGULAR FIT	Long-sleeved shirt in soft, washed cotton fabric. Button-down collar with concealed buttons. Regular fit.
3	WOOL BLEND BLAZER SLIM FIT	Two-button blazer in soft flannel made from a wool blend. Decorative buttonhole on one lapel and decorative buttons at cuffs. Chest pocket, front pockets with flap, and two inner pockets. Vent at back. Lined. Slim fit. Wool content is recycled
4	TWILL PANTS SLIM FIT	5-pocket pants in stretch cotton twill with a regular waist, button fly, and slim legs

Number	H&M	Clause
5	HENLEY SHIRT	Henley shirt in jersey with a button placket and long sleeves with roll-up tab and button.
6	CHINOS SKINNY FIT	Chinos in washed cotton twill with a regular waist. Side pockets, welt back pockets with button, and skinny legs. Skinny fit.
7	BOMBER JACKET	Bomber jacket in woven cotton fabric. Ribbed stand-up collar, gathered sleeves with concealed elastication at seams, and zip at front. Side pockets with flap and concealed snap fasteners, sleeve pocket with zip, and ribbing at cuffs and hem
8	T-SHIRT BASIC	Jersey T-shirt in an organic cotton blend with a round neckline
9	TEXTURED KNIT SWEATER	Long-sleeved, textured-knit sweater in a cotton blend

Number	H&M	Clause
10	COTTON SHIRT REGULAR FIT	Long-sleeved shirt in soft, washed cotton fabric. Button-down collar with concealed buttons. Regular fit
11	TWILL PANTS SLIM FIT	5-pocket pants in stretch cotton twill with a regular waist, button fly, and slim legs
12	SUIT PANTS SLIM FIT	Suit pants in twill with a lightly brushed finish. Concealed hook-and-eye fastener, side pockets, welt back pockets with button, and creases. Slim fit
13	LONG T-SHIRT	Long T-shirt in cotton jersey with a raw-edge neckline and rounded hem with overlocked edges.
14	LONG T-SHIRT	Long T-shirt in hard-washed cotton slub jersey with rolled raw edges and short sleeves with sewn cuffs

Number	H&M	Clause
15	\n\nCOLOR BLOCK HOODED JACKET	Soft sweatshirt jacket with a jersey-lined, drawstring hood and a zip and pockets at front. Soft, brushed inside
16	\n\nFINE KNIT SWEATER	Sweater in a soft cotton slub knit with a chest pocket and rolled edges at neckline, cuffs, and hem.
17	\n\nSTRETCH T-SHIRT	V-neck T-shirt in cotton-blend stretch jersey
18	\n\nLONG SLEEVED T-SHIRT	Long-sleeved, crew-neck T-shirt in thick cotton jersey with a printed motif

Number	H&M	Clause
19	SWEATSHIRT	Sweatshirt in hard-washed cotton fabric with ribbing at cuffs and hem
20	PARKA	Arka in woven cotton-blend fabric. Drawstring hood with corduroy visor, zip and wind flap at front with snap fasteners, patch front pockets with flap and button, and one inner pocket with snap fastener. Concealed drawstring at waist and adjustable snap fastener at cuffs. Quilted lining.
21	HOODED JACKET	Jacket in sweatshirt fabric with a lined, drawstring hood, zip at front, side pockets, and ribbing at cuffs and hem
22	WAFFLE TEXTURE SHIRT	Long-sleeved shirt in waffle-texture cotton jersey with ribbed cuffs

Number	H&M	Clause
23	\n\nCARGO\nJOGGERS	Joggers in sweatshirt fabric with an elasticized drawstring waistband and dropped gusset. Side pockets, back pocket with flap, and leg pockets with hook-loop fastener. Tapered legs with ribbed hems
24	\n\nFINE KNIT\nTURTLENECK\nSWEATER	Premium quality. Fine-knit sweater in soft wool fabric with a ribbed turtleneck, long sleeves, and wide ribbing at cuffs and hem
25	\n\nMEN'S\nSUPIMA(R)\nCOTTON LONG\nSLEEVE CREW\nNECK T-SHIRT	Long Sleeve Crewneck T-Shirt can be worn in various styles, from clean to casual, almost all year round. But there is nothing plain about this T-shirt – we've brought a sharp focus to the quality and detail of item.

BIOGRAPHY

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