

LIST OF TABLES

	Pages
Table 1 Classification and categories of cosmetics	42
Table 2 The Distribution of Existential Presupposition.....	58
Table 3 The Distribution of Lexical Presupposition.....	62
Table 4 The Distribution of Structural Presupposition	65
Table 5 The Distribution and Percentage of the types of Presupposition	67
Table 6 The Distribution of Presupposition in different cosmetic categories.....	68
Table 7 Sample analysis of information related to performance in the cosmetic ads claims.....	70
Table 8 Sample analysis of product content in the cosmetic ads claims.	71
Table 9 The distribution of information content and advertisement message appeals in different cosmetic product category.....	88