

On the Composition and Function of Puns in English Advertisements

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Abstract

Pun is concise, humorous, novel and unique, and is one of the rhetorical devices commonly used in English advertisements. This paper discusses the common forms of Puns in English advertising through examples, and analyzes the important functions of Puns in English advertising, such as persuasion and induction function, cultural function, aesthetic function and so on.

Keywords

English advertising; Puns; Composition; Function.

1. INTRODUCTION

Puns are one of the most intelligent, concise, and vivid means of expression in the language. They have the characteristics of humor and humor, and the words are here but the other. They have always been favored in the special style of English advertising. In addition to clearly expressing the relevant content according to the product characteristics, a good English advertisement must be able to attract consumers' attention and stimulate their purchase desire in a short time, which requires its content to have certain attention value and interest. Puns are widely used in English advertising because of their own language characteristics, which are easier to meet these special requirements of English advertising language. By discussing the concept, composition and function of puns in English advertisements, it can help learners to better understand and appreciate puns in English advertisements, and also facilitate advertising audiences to deepen their understanding of puns and enjoy the charm brought by English advertisements.

2. INTRODUCTION TO PUNS

Pun is a common rhetorical device. Webster's Third International Dictionary defines puns as: the humorous use of a word in such a way as to suggest different means or applications of words having the same or nearly the same sound but different means; a play on words. Pun is an interesting word game, which skillfully uses the homophonic, polysemy or ambiguity of words to express different meanings in the same sentence at the same time, so as to form a vivid and humorous rhetoric effect. Pun, as a rhetorical device, makes use of the homonym, synonymy or homonym of language and characters, which can make language have double meanings.

Pun, a rhetorical device, has the language characteristics of simplicity, humor, novelty and chic. It can attract people's attention, easily make people associate and deepen their memory. Applying puns to English advertisements will highlight the novel, unique and meaningful effects of English advertisements. For example, the Sharp product advertising slogan "From Sharp minds, come sharp products (Sharp products, come from the crystallization of wisdom)" is the use of pun rhetoric. Sharp is not only the brand of the product, but also contains the meaning of

"sensitive and intelligent". This advertisement gives the audience a refreshing feeling, and arouses their desire to buy while stimulating their interest. In the process of pun use, the focus of discourse meaning falls on ambiguity, that is to say, advertisers intentionally use homophonic or polysemous words to express their true intentions in a pun, and readers can instantly understand their meanings according to the words themselves. Puns have double contexts, that is, the words in puns express the concept of A when they say "here" and the concept of B when they mean "other". Under certain language environment, the concept of A referred by words will be transferred to the concept of B, so the advertising audience needs to understand the conversion between the two concepts in combination with context, which creates conditions for enhancing the attractiveness of advertisements and creating imagination space for them. The above analysis of the definition and language characteristics of puns can help people deepen their understanding of puns as a rhetorical device, and provide a theoretical basis for further exploring the composition and function of puns in English advertising.

3. THE COMPOSITION OF PUNS IN ENGLISH ADVERTISEMENTS

In the process of creating English advertisements, in order to make advertisements more humorous and vivid, producers often try their best to pursue new ideas to attract consumers, which makes the use of Puns in English advertisements diversified. Puns in English advertisements are widely used in phonetics, vocabulary, syntax and so on. The forms of puns mainly include phonetics, semantics, grammar, idioms and colloquial puns [6].

3.1. Voice Pun

Phonetic pun, also known as homophonic pun, is a pun composed of words with similar spelling and the same or similar pronunciation, that is, words with the same or similar pronunciation but different meanings are used to replace the original intention to be expressed, so that words or sentences have the dual meaning of combining light and shade in a specific environment, which can attract people's attention and enhance the appeal of advertisements. For example, OIC, an American glasses brand, sounds like oh and I see in terms of hearing, which expresses the joy that customers can see clearly after wearing glasses, and well conveys the advertising intention; Visually speaking, the shape of OIC's three capital letters is like glasses, which can attract people's attention through appearance. This English advertisement skillfully uses the form of three letter phonetic pun to create a concise, vivid and interesting advertising effect. It is a typical example of using phonetic pun in English advertising. The advertisement of a bathing beach, "More sun and air for your son and heir", skillfully uses two groups of homonyms, sun (sunshine) and son (son), air (air) and heir (heir), which makes the whole sentence catchy and impressive. Here, the use of phonetic puns makes advertisements full of appeal, and can make consumers feel the sincerity and thoughtfulness of advertisers. Hearing aid advertisement "trust us, over 5000 ears of experience" is also a clever example of phonetic pun. In English, ears and years are pronounced similarly. In addition to the original meaning of "ears", ears also means "long history". It not only points out that the hearing aid has undergone more than 5,000 ear tests, but also implies the hearing aid With a long history and time-tested superior quality, the advertising words are full of fun, which better achieves the purpose of promoting the product.

3.2. Semantic Pun

Semantic pun is the use of multiple meanings or metaphorical meanings of a word to make the word form a pun in a specific context. The content expressed by semantic puns has different meanings in different contexts, that is, a word has two meanings and refers to two things. What is implied or emphasized by puns in English advertisements is not only the superficial meaning, but also the extended meaning. The words are here but the other is meant, which can create an

intriguing mood for the advertisement, highlighting the effect of killing two birds with one stone or hitting the west. For example, the slogan of weight watcher ice cream "spill yourself and not your figure", where spill has the dual meanings of "spoil, spoil" and "destroy, spoil". Spill one's figure means "spoil yourself", while spill one's figure means "destroy body shape". This kind of ice cream is specially produced for dieters. Its advertisement fully considers people's psychology of worrying about getting fat. Through a pun, dieters naturally accept the advertisement in a humorous tone and have a desire to buy. Another example is Lloyd Bank's advertisement "money doesn't grow on the trees. but it blows at our branches". Branch here refers to "branch", which inherits the trees in the first sentence, and also refers to the branches and sub-branches of Lloyd Bank. Advertisers tell people through this pun English advertisement that if depositors deposit their money in Lloyd Bank, the money will keep blooming and increasing like flowers on branches. The use of semantic puns makes the advertisement attractive to the audience, thus attracting more depositors to deposit their money in Lloyd Bank.

3.3. Grammatical Puns

Grammatical pun means that in a specific context, the speaker consciously allows the same discourse to make multiple grammatical analysis at the same time, so as to convey dual information, such as the use of ellipsis structure, a word or phrase has more than two grammatical functions, etc. In English advertising, the use of grammatical puns can increase the interest and artistry of advertising language. The appropriate use of such puns will receive unexpected results. The Lager beer advertisement "Which lager can claim to be truly German? This can" can be translated as "Which can of beer can be called authentic German? This can". The second can in this ad uses grammatical puns. When the second can is used as a modal verb, it means "can, can", indicating that Lager beer can be regarded as an authentic German product; when can is used as a noun, it means "can, listen", which means Only this can of Lager beer is authentic German. The grammatical pun usage of can makes the whole advertisement humorous, full of writing interest, and can leave a deep impression on consumers. "I'm more satisfied! Ask for more!" in the advertisement of more cigarettes, the word more uses a grammatical pun: in the first sentence, more is an adverb, which means "more, more", which can be understood as "I'm more satisfied with Moore cigarettes"; In the second sentence, more capital is used as a noun to refer to the brand of cigarettes. These two advertisements highlight the image of Moore's cigarette, make consumers easily remember the commodity brand, and leave the impression that the cigarette is of high quality and pure taste.

3.4. Idioms, Proverbs and Puns

Idiom and colloquial pun refers to using some idioms and colloquial sayings with rich cultural connotations to form puns, or changing the familiar idioms or colloquial sayings to make these words have other meanings due to historical, cultural, context, political and other factors besides literal meaning, thus forming puns in a distinct and unique language form. The use of idioms and puns in English advertisements can not only arouse readers' association and resonance, and enhance the affinity between products and the public, but also reflect the artistry of English advertising language, thus making advertisements have memorable overtones. For example, the Mars brand chocolate advertisement "A Mars a day keeps you work, rest and play (a piece of Mars chocolate a day makes you work like work, rest like rest, entertainment like entertainment)", the advertisement can remind people of two Very familiar English proverbs, namely An apple a day keeps the doctor away and All work and no play makes Jack a dull boy. The advertisement not only borrows two colloquial models in the form of language, but also quotes the content of two colloquial phrases, allowing people to comprehend another new meaning from familiar colloquialisms, that is, Mars brand chocolate can not only make people healthy, but also Let people be energetic at work and relax and enjoy in life. This English advertisement strengthens the affinity between the product and the public through the

use of colloquial puns to closely link the characteristics of the product, which is endlessly memorable.

Another example is Toyota's advertisement "where there is a way, there is a Toyota". The expression mode of this advertisement comes from the familiar saying "where there is a will, there is a way". It is precisely because of the universality of this saying that the pun meaning of this advertisement is vivid, natural and close to consumers. When consumers want to buy a car, they naturally think of "there is a Toyota". Advertisers naturally deliver the advertising content to consumers by using the method of saying pun, so that consumers can feel that Toyota is everywhere, thus achieving the purpose of extensive marketing.

The above phonetic puns, semantic puns, grammatical puns, idioms and colloquial puns are common forms of puns in English advertisements. In English advertisements, the puns formed by the above methods can effectively help consumers interpret the advertisements in terms of language, culture, society, etc., so that they can deepen their impression of the advertising content, and ultimately promote purchase behavior.

4. THE FUNCTION OF PUNS IN ENGLISH ADVERTISING

English has commercial propaganda value, and it needs to attract consumers to buy goods. This requires puns to play their role in promoting and promoting culture by virtue of their implicit, witty and humorous language features. Pun has many functions in English advertisements, and its main functions are reflected in the following three aspects:

4.1. Persuasion Inducing Function

The association of national advertising (ANA) classifies advertising objectives into four aspects: cognition, understanding, persuasion and action. Persuasion is the main means to achieve the purpose of English advertising. In addition to expressing the content clearly according to the characteristics of the product, a good English advertisement must be able to attract readers' attention in an instant, stimulate their desire to buy, and finally promote their buying behavior. Advertisement producers often use puns to ingeniously conceive the form and wording of advertisements, promote a certain idea or product, persuade and influence consumers to take action, induce consumers to purchase, and realize the persuasive and inducing function of advertisements.

4.2. Cultural Function

When making advertisements, advertising producers should pay attention to the cultural function of advertisements. Only in this way can they design high-grade advertising language and receive the effect of advertising. Puns in commodity advertisements are not ordinary word games. Their creation is carried out with the help of a certain social and cultural background. Therefore, the wide application of puns in English advertisements can not only arouse consumers' resonance, and make them feel psychologically identified with commodities, but also take this opportunity to promote national spirit and culture. For example, "The unique spirit of Canada"; "We bottled it" is an advertisement for selling Canadian whisky, in which the word spirit has dual meanings of "spirits" and "spirits". This advertisement not only sells whisky, but also promotes the unique national culture of Canada. This cultural function of puns in English advertisements is especially worthy of reference in Chinese advertisements.

4.3. Aesthetic Function

The aesthetic function of puns in English advertising is mainly reflected in: 1. The beauty of form. Through the use of homographs or similar words, the advertisement forms a sense of beauty in appearance, attracts consumers in form, and increases the attention value of the advertisement; second, the artistic conception is beautiful. Advertisement producers combine

cultural and commercial factors and use puns to create beautiful advertisements. These advertisements are not only connected with people's daily life, but also permeated with cultural tastes, bringing consumers into another aspect of advertising. In this wonderful mood, they have aroused their aesthetic taste. In English advertising, puns give consumers the enjoyment of beauty through the beauty of form and artistic conception, so that consumers can feel the unique artistic charm of English advertising while buying goods.

5. CONCLUSIONS

To sum up, the clever use of puns in English advertising can make English advertising language more refined and rich in content, which fully meets the language requirements of concise and humorous English advertising. In addition, puns increase the expressive force and artistry of English advertisements, which can make the advertisement audience deepen their impression of commodities, stimulate their desire to buy and thus achieve the purpose of selling products, and fully meet the social requirements of English advertisements for selling commodities and promoting consumption. Understanding and using the rhetorical means of puns can not only help advertisement producers use puns to create superior English advertising works, but also help English learners better understand and use puns, and allow advertising audiences to better appreciate them. English advertising slogans, taste the rich meaning conveyed by advertising content, which is conducive to the realization of various functions and purposes of advertising.

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