The application of Puns in English Advertisements and translation strategy analysis

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Abstract. Advertisement, a single word is worth a thousand pieces of gold. Therefore, advertising language should not only greatly reflect the characteristics of products, short and to the point and humorous, eye-catching, advertised. Puns are a common rhetorical device in English advertisements. Puns will apply the previously familiar phrases, idioms, proverbs, etc. It not only increases the readability and cultural interest of advertising language but also brings economic benefits to cultural utility, killing two birds with one stone. However, pun translation itself is very complex, and pun translation in advertising is even more difficult. this paper start with the types of puns, expounds on the application skills of puns, and on the basis of considering the double meaning of puns and the style of advertising style, makes a preliminary discussion on the translation of English advertising puns from the aspects of set translation and compensation translation.

Keywords: English advertising; Puns; Application; Translate; component

1. Introduction

Pun uses the homonymy or synonymy of language, make it mean to it look like it, but there is another implication, say here and mean there in a specific language environment. This kind of rhetoric can achieve the rhetorical effect of simplicity, refinement, humor, implication, dramatic and chicness. In advertising, this rhetorical device often makes it humorous, concise and deeply associative, which deepens the memory of advertising and plays a good role in publicity.

2. The use of Puns in advertising

2.1 Homophonic pun

Homophonic pun is the semantic pun of words or sentences by using the condition of homophony or proximity. It has a funny, humorous, playful and funny language style, it can enhance the persuasion and appeal of advertising, facilitate memory, and increase the publicity offensive, so as to achieve the purpose of publicizing products.

1) The "in" idea in business travel——Hilton inns.

Translation: 宾至如归——希尔顿旅馆。This is an advertisement for the Hilton Hotel, "in" means "the most fashionable and trendy", homophonic with "inn". This sentence tells consumers that Hilton Hotel is the most fashionable choice. In addition, its implied meaning is "guests feel at home", expressed if you're in a hotel, it will make you feel the intimate service of the hotel, make you feel comfortable, just like at home, at the same time, it also points out the name of Hilton Hotel to achieve the role of advertising.

2) More sun and air for your son and heir.

Translation: 我们这里有充足的阳光，清新的空气，对您的儿子—事业和财产的继承人大有裨益。This is an advertisement for a bathing beach, the producer skillfully used the two pairs of homophonic words, sun son and air hair. It makes people read it catchy, harmonious and pleasant. its artistic conception is beautiful, in order to attract the majority of vacationers to the beach.

2.2 Idiom or proverb pun

Advertising language is especially good at quoting some idioms or proverbs that people are familiar with. These advertisements are based on people's original social and cultural knowledge. Puns are formed in distinctive and unique language forms, it not only enhances the attraction of advertising, it also reflects the artistry of advertising language, more so that advertising has a memorable implication. For example:

1) You'll go nuts for the nuts you get in Nux.

Translation: 纳克斯坚果让你爱不释口。From the literal meaning of advertising, "go nuts" means "go buy Nuts", but it is also an idiom, meaning "crazy, mad". The use of puns shows that the attraction of NaX nuts to people is irresistible.

2) A Mars a day keeps you work, rest and play.

Translation: 一天一块玛斯巧克力，让您工作像工作，娱乐像娱乐。This chocolate advertisement enables people to enjoy entertainment after work. If one person wants to alleviate the fatigue of work, he will think of this chocolate brand.

2.3 Semantic pun

Using the polysemy of one word, semantic puns make words or sentences puns formed in a specific environment, words here and righteousness there. There are two situations: First, a word appears only once, its literal meaning and connotation are different; second, a word appears many times, the meaning of words is different due to different artistic conceptions.

1) The label of achievements. Black Label commands more respects.

Translation: 酒是功成名就的标志。黑色标志使您更显尊贵。Semantic puns are also common in brand names. This is an advertisement for whisky. The label has two meanings, One is "sign", One is black label. By using of puns, it reminds people to drink the wine when they are successful. At the same time, puns are formed with brand names, which is convenient for consumers to remember the brand and become interested in goods.

2) Spoil yourself and not your figure.

Translation: 尽情大吃，不增体重。This is the ad title of "weight watcher" ice cream. This kind of ice cream is specially made for dieters. Puns don't just exist in trade names, "spool" in the advertisement is also a pun. "Oil yourself" means "enjoy yourself to heart's content", it means "have fun", and "spool one's figure" means "destroy the figure". The advertisement uses a pun, so that those who want to eat and worry about their weight, can eat it safely, making dieters naturally accept the product in a relaxed and humorous tone.

3) A deal with us means a good deal to you.

Translation: 和我们做买卖意味着您做了一笔好买卖。This is the slogan of a department store, the beauty of this sentence is that it makes good use of the three meanings of the deal in the sentence, "Doing business", "a good deal" and "many", a good deal constitutes a wonderful pun.

2.4 Grammatical Puns

Grammatical puns refer to puns caused by grammatical problems, For example, ellipsis structure, a word or phrase having more than two grammatical functions, etc.

1) Which lager can claim to be truly German? This can. (There is a can of beer next to it.)
Translation: 哪种大罐啤酒可称得上是地道的德国货？这罐。

2) Coke refreshes you like no other can.
Translation: 没有什么能像可乐那样令您神清气爽。

3. Translation of advertising puns

Regarding translation criteria, Chinese and foreign translation theorists have put forward different opinions. Yan Fu proposed "faithfulness, expressiveness and elegance", Fu Lei put forward that "we should pay attention to the similarity of spirit, but not to the similarity of form", Lu Xun put forward "faithfulness and smoothness", Qiu Bai put forward the concept of "equivalence", a famous American translation theorist Nida put forward "functional equivalence" or "dynamic equivalence". As we can see, these propositions mean that the translation should faithfully and accurately express the meaning of the original text, keep the style of the original text. The so-called faithful expression of the meaning of the original text, refers to the faithful expression of the literal meaning and implied meaning of the original text.

As a means of information dissemination, advertising language has the characteristics of simplicity, vividness, image and appeal. Advertising language is a concise, implicit, expressive and inspiring language. The pun is the expression of double meaning. This causes difficulties in language structure and expression in the translation of Puns in English advertisements. Therefore, the translation of Puns in English advertisements should be based on the content and characteristics of advertisements. We should take full account of the stylistic style of the original text, and try to convey the message of the original text.

In terms of translation methods, literal translation and free translation have always been the focus of debate in translation circles. The literal translation is relative to free translation, the two are interrelated and have no absolute boundaries. A good translation always has both literal translation and free translation. Literal translation and free translation are combined. If literal translation can accurately convey the multiple meanings of the original text, literal translation shall be adopted; If you can't translate the multiple meanings of the original text, especially if you can't convey the implied meaning, you should adopt the method of free translation. Therefore, we should adopt a dialectical approach to the translation of Puns in English advertisements. On the one hand, the stylistic features of advertising should be considered, on the other hand, the loss of Puns in translation should be reduced as much as possible. Based on the translation skills summarized from English advertising examples, this paper expounds and discusses the translation principles and methods of puns.

Translation principles of Puns:

1)   When the relevant factors of two languages and cultures coincide, puns happen to be easy to translate, and puns must not be sacrificed.

2)   If the pun of the original text cannot be reproduced, an alternative pun can be created, even if it is a certain distance from the pun and literal meaning of the original text.

3)   When puns cannot be created, one (two) other figures of speech can be created to maintain the rhetorical and aesthetic value of the original text.

4)   If it is impossible to reproduce the pun or rhetorical and aesthetic value of the original text by any means, maintain the function and purpose of the source language and annotate it.

4. Translation methods of puns

4.1 Compensation translation

Compensation translation is often used in conjunction with an emphasis on usage. When the translator translates one meaning of a pun and the other meaning cannot be fully expressed, at this time, some means should be taken to compensate. And for advertising, the most common means of compensation is the media carrying advertising, such as through television, broadcast audio-visual images or graphic design of newspapers and magazines.

1) shhhhh……

Translation: Listen! Washing dishes! This is an advertisement for a dishwasher. When consumers simply see advertising words such as "shhhhh……", usually feel confused and don't

know what products to sell. At this time, some compensation means are particularly important. For example, sound language (simulating the "hissing" sound made by the machine during operation) is used to attract the attention of the public, or use visual effects - supplemented by TV or magazine pictures. This alone may not be able to attract some people's attention. Therefore, it is also very important to use more explanatory words as "compensation" in translation. Therefore, this advertisement can be translated into the background text of "Listen! Washing dishes!".

2) OIC——oh, I see.

Translation: 哇！我看见了。

4.2 Fit translation

It is generally believed that puns are the obstacles to Translatability by means of sound, form and meaning. Based on bilingual coupling, fit translation considers the form and content of advertising puns, which is the highest level of advertising pun translation. For example:

1) Easier dusting by a stre-e-etch!

Translation: 拉拉拉长，除尘力强！

4.3 Separate semantic method

It refers to taking flexible measures to peel off the pun semantics and split it into two layers.

1) The Unique Spirit of Canada.

Translation: 别具风味的加拿大酒，独特的加拿大精神。This is a wine advertisement published in the Toronto newspaper of Canada. The word spirit is a vivid work. It can be interpreted as both "liquor" and "spirit". In order to retain its dual meaning, it can be disassembled and translated to better reflect the connotation of the original text.

2) I'm More satisfied. Ask for More.

Translation: 摩尔香烟，我更满意。再来一支，还吸摩尔。

This is the pun model set by Moore cigarettes in the advertising language. It cleverly uses the dual meaning of the word "more": this word is the brand of cigarettes (Moore brand) in uppercase and means "more" in lowercase. In the process of translation, this pun effect is translated into Chinese four-character structure by splitting it into two, which is easy to read. It not only makes people easily remember the brand of goods, and left a deep impression: This product is superior to similar products.

4.4 Focus on Translation

The ingenious pun expression in advertising is sometimes "difficult to express in the translation, resulting in the sacrifice of formal meaning, homophonic meaning and implied modality". Some advertisements contain multiple groups of puns and multiple puns in one language, so we must focus on translation and keep the conceptual meaning.

1) The driver is safer when the road is dry; The road is safer when the driver is dry.

Translation: 路面干燥，司机安全；司机清醒，道路安全。

2) When the wind has a bite…and you feel like a bite…then bite on a whole Nut.

Translation: 当寒风刺骨而您又想吃点儿什么的时候，请嚼嚼全营养坚果。

4.5 Applied Translation

Some advertising puns are based on a certain cultural background. The spread of English language and culture in Chinese forms a bridge between bilingual translation. The method of applied Translation is to translate English advertisements by applying the inherent mode that English has been deposited in Chinese. For example:

1) All is well that ends well.

Translation: 烟蒂好，烟就好。The advertisement is an English idiom, which means "good ending, all good". However, when advertisers use it in cigarette advertising, ends has a dual

meaning: the verb "end" and the noun "cigarette end". Therefore, when translating this advertisement, the original idiom model is applied to facilitate consumers' memory.

2) Better late than the late.

Translation: 迟到总比丧命好。This is a safety slogan on American highways. Its beauty is that it not only quotes the structure of the idiom better late than never, but also makes use of the pun meaning of late. The late here refers to the dead. Using the applied Translation method to translate the advertising language, the application of pun has a strong shock in advertising, gives warning to drivers, and achieves a good advertising effect. The advantage of the applied Translation method is that it not only conveys the cultural connotation of the original advertising text, but also basically ensures the concise and concise language characteristics of the original text. However, the connotation of pun is often not fully displayed, so the translation loses the color of humor, wit and humor of the original text.

4.6 Correspondence translation

1) Have a good trip, buy—buy!

Translation: 祝君旅途愉快，拜拜/快买！This is an advertisement in an airport store. buy—buy is homonymous with bye bye. The airport store said goodbye to passengers and lost no time to remind everyone to buy some gifts or other things before leaving. "buy—buy" is humorous, ingenious and amazing. The translation "bye/buy fast" retains the meaning of English puns.

5. Summary

In short, pun is a rhetorical way of advertising language in both English and Chinese. In order to visualize and concretize the expression content or make the main words distinctive and prominent, strengthen the language effect, attract public attention and help the public remember. The rhetoric of pun is used in the advertising language to make use of the previously well-known phrases, idioms, and proverbs, which not only increases the readability and cultural interest of the advertising language, but also makes the cultural utility bring economic benefits and kill two birds with one stone. However, because English and Chinese belong to two different language families, there are great differences in pronunciation, vocabulary, and syntax, coupled with the differences in thinking mode and culture, there are various difficulties and limitations in the translation of puns. The translation of Puns in advertising deserves further study.

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