VIETNAM NATIONAL UNIVERSITY, HANOI

UNIVERSITY OF FOREIGN LANGUAGES AND INTERNATIONAL STUDIES

FACULTY OF POST- GRADUATE STUDIES

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Phân tích đối chiếu việc sử dụng lối chơi chữ trong các quảng cáo tiếng Anh và tiếng Việt trên tạp chí dành cho nam giới

MA. MINOR THESIS

Major: English Linguistics

Luận văn 24

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A CONTRASTIVE ANALYSIS OF THE USE OF PUN IN ENGLISH AND VIETNAMESE ADVERTISEMENTS PUBLISHED IN MEN'S MAGAZINES

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DECLARATION

I certify that this minor thesis entitled ***"A constrastive analysis of the use of pun in English and Vietnamese advertisements published in men's magazines"*** is the result of my own research and all the materials used in this study has been identified and acknowledged. This M.A thesis has not been submitted for any degree to any other universities or institutions.

ACKNOWLEDGEMENTS

My minor thesis has been completed thanks to the assistance and guidance of my teachers, my family as well as my friends.

First of all, I would like to express my most sincere gratitude to my supervisor, Dr. Huynh Anh Tuan for his enthusiastic assistance, academic guidance, good suggestions and critical comments on my study, without which the work would not have been completed.

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Last but not least, I would like to acknowledge the considerate support and indispensable assistance of my family, my friends and my colleagues while the work was being done.

One more thing I would like to say is that in spite of all the efforts I have made and the advice and assistance I have received, I am sure my minor thesis is far from perfect. Therefore, it is my responsibility for any inadequacies and shortcomings that arise in my minor thesis.

Luận văn 24

ABSTRACT

This study aimed at pointing out the similarities and differences in the types of pun used in English and Vietnamese advertisements in men's magazines, which is achieved by identifying the common types of pun used in advertisements and the devices used in creating these types of pun. The methods applied are quantitative, qualitative and contrastive. The data analysis shows that phonological pun resulting from rhyme or alliteration is most commonly used in both English and Vietnamese advertisements. Besides, the use of polysemy and fixed expressions in pun creation is found in English and Vietnamese advertisements as well. The most significant difference is that lexical pun realized in English advertisements makes use of homonym and homophone in its creation whereas this use is not found in Vietnamese advertisements. On the other hand, Vietnamese advertisements apply antonym and synonym in creating lexical pun while English advertisements do not.

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● PART A

INTRODUCTIO

N

1. Rationale

Pun is a common figure of speech and an inseparable part of many languages. Alexieva (1997: 139) offers an emphasis when defining pun as ―a literary form whereby a portrayal of a word or a phrase has several meanings, all of which apply‖. Cuddon (1976: 642) defines it as ‗a punning play on words which uses similar or identical phonemes for its effect'. It is based on specific properties of language such as similarity of sounds of words or the number of their different meanings. Overtime, pun has become a popular tool of advertisement. It is a device often employed in advertising. Using puns in advertisement seem like a good way to advertise to a large number of audience and buyer. As advertisers are under increasing pressure to make their products stand out so as to attract the attention of potential buyers, through the use of puns, advertisers manipulate language so as to enable a reader of a particular ad to linger longer over it and ultimately buy the product. Using puns appropriately in advertisements can enhance advertisements' charming, bring about consumers' imagination and consolidate their memories. Thus, using puns in advertisement is becoming more and more popular.

2. Aims of the study

This study aimed at pointing out the similarities and differences in the types of pun used in English and Vietnamese advertisements in men's magazines. That aim is achieved by identifying the common types of pun used in advertisements and the devices used in creating these types of pun.

3. Scope of the study

The advertisements used for data analysis are taken from English and Vietnamese editions of some well-known men's magazines, such as: Men's

Health, GQ, Men‘s Journal in English and Men & life, Dan ong and The thao, Van hoa & Dan ong in Vietnamese.

4. Significance of the study

The study, theoretically focuses on finding similarities and differences in the use of pun in advertisements which help bring out some useful findings and give implication for some more studies in the future. Besides, some devices used in creating types of pun used in advertisements published in men‘s magazines are identified.

In practice, results of the study are meaningful in providing insights for those who are interested in puns in general and puns in advertisement in particular.

5. Research methodology:

5.1. Research questions:

1. What types of pun are commonly used in English and Vietnamese advertisements in men‘s magazines?
2. What are the similarities and differences in the linguistic devices used in creating these types of pun in English and Vietnamese advertisements in men‘s magazines?

5.2. Research methods:

To achieve the aims of the study, quantitative, qualitative and contrastive approach are used.

In using quantitative method, the frequencies of types of pun and devices used in creating these types in English and Vietnamese advertisements are shown.

In using qualitative method, the author categorizes the advertisements into types of pun and identifies the devices used in creating these types.

Finally, a contrastive analysis is carried out in order to find out the similarities and differences in the types of pun used in English and Vietnamese advertisements in men‘s magazines.

6. Design of the study:

The study consists of 3 main parts:

Part A: **"Introduction"** provides information about rationale, aims, scope, significance, research methodology and design of the study.

Part B: **Development** contains 3 chapters. **Chapter 1**, named ***—Literature review‖*** is an overview on previous researches of the same subjects and a supply of a theoretical background relating to puns and the use of pun in advertising. Some basic concepts will be discussed in this part such as: puns in general, lexical pun, phonological pun, and syntactic pun. **Chapter 2** ***—Research methodology‖*** consists the research questions, the approach of conducting the research, methods of collecting data and procedure of analyzing data as well. **Chapter 3** is **— *Data analysis and discussion",*** in which I present my analysis of advertisements containing puns.

Part C is the **—Conclusion"** of the thesis. In it, the results I have achieved from my discussion and analysis will be discussed. Also, it concludes suggestions on subjects that could be interesting to see as topics in a future study.

PART B:

DEVELOPMENT

CHAPTER I: LITERATURE REVIEW

In this chapter, the previous studies will be reviewed to offer a panorama of what is going to be investigated. After that, some conceptions or notions are given to introduce the reader to the background for understanding the remainder of the theoretical model, including: definition of advertising and advertising language, definition of pun, pun in advertising, classification of English and Vietnamese pun.

1. Review of previous studies

The studies on Vietnamese humour has for long been neglected by researchers. When searching for literature for this thesis, I had troubles in finding literature on puns, especially on puns in advertisements. There have been a few studies on the pun in Vietnamese advertising which can be found in Duong Quoc Cuong (2012), Le Ba Mien (2012), Ngo Thi Khai Nguyen (2014). However, there is not a study related to pun in advertisements in Vietnamese in comparison to English.

Foreigner scholars seem to be more interested in studying about pun in advertising. Pun in advertisements is found in Eisa S. (2014) investigating on ―The use of covert communication, irony and puns in print and online English advertising: A Relevance-theoretic Account‖, Xiang Ling (2006) investigated ―On the pun in English advertisements‖ in which the author focused on analyzing the typical function of pun in advertisement and found out that aesthetic function and vocative function are two most distinctive function of pun in English advertisements. Another author interested in the use of pun is Javier F. who made a comparative study in the use of wordplay in men's magazines in English and Spain. This paper focuses on analyzing functions of pun from the perspective of Relevance theory which shows that puns reveal as an economical way of producing additional positive cognitive effects and also contribute to the creation of a positive attitude towards the promoted product and are useful

attention-getting devices.

It can be seen from the previous studies that pun plays such important functions in impressing the readers and attract their attention to the advertised products. However, an issue which have not been studied much is that what types of pun are commonly used to get these functions. Also, there is not any study focusing on identifying some devices used in creating these types. Specially, there is not any thesis conducted to find out the similarities and differences in the types of pun used in English and Vietnamese advertisements. That is the reason for my study to be conducted.

Therefore, this research has been shaped and entitled: ―A contrastive analysis of the use of puns in English and Vietnamese advertisements published in men's magazines.‖

2. Theoretical preliminaries

2.1. Advertising

2.1.1. Definition of advertising

Advertising, in general is a means of communication which can be either commercial or non-commercial ones. The commercial advertisement focuses on bringing as much as profit for the producer while the non-commercial one is not for profit but aims at fostering the community benefit. As a matter of fact, commercial advertisements can be found with much higher proportion in mass media (Nguyen Ton & Tran Vinh: 1993). Therefore, most of the efforts in defining advertising have been placed on commercial advertisements.

Broadly, advertising is a device to arrest attention. Leonard (1968) states that ―Advertising is as old as Humanity: indeed, much older; for what are the flaunting colors of the flowers but so many invitations to the bees to come and "buy our product". Everything is already there: the striking forms, the brilliant hues, even the "conditioning of the customer". Advertising might be defined as any device which first arrests the attention of the passer-by and then induces him to accept a mutually advantageous exchange‖. Obviously, in our life there are many ways to arres

human attention and only some are advertisements. Although, the above definition does not manage to distinguish advertising from other attention grabbers, it does emphasize important features of advertisements: exchange, attention and mutuality. In combining all these things together — over time, place, and cultural boundaries, the above definition highlight the antiquity of advertising that is, rather than being something created yesterday, it is as old as humanity and as universal as culture. Advertising, seen in this light, is therefore, a part of our social life.

2.1.2. Advertising language

The language of advertising is very special and is very much different from the so- called ―normal language‖ and unusual aspects of language found in advertisements is considered examples of artful deviations.

In his early and detailed research on the language of advertising, Leech (1996) points out that most of the advertising language is hidden under a potential power aiming at changing the need, opinion and behaviors of the advertising recipients. He also states that advertising language is of common and colloquial style because it is very difficult to use formal language in advertisements since the formal language requires both the user and the recipients must be in a certain education background. Common and colloquial style, therefore, is in favor of the advertisers as they want their advertisements to be taken and accepted by a large numbers of customers of any education background.

According to Leech (1978:47-50), as a tool for communication, language has five functions. First, language has the informative function to convey information to people through words, expressions or gestures. It also has the expressive function to express human feelings, attitudes, etc. The directive function of language enables us to influence the behavior or attitudes of others, such as commands and requests. The aesthetic function is used for the sake of linguistic artifact itself. Last but not least, language has the phatic function to keep social relationships in good repair. All the different kinds of functions of language are highly effective in advertising.

For example, the informative and expressive functions are used in advertising to convey the messages about the products or services, while the directive function influences the attitudes and behaviors of consumers and persuade them to purchase the products or enjoy the services.

In short, the functions of language in communication play crucial roles in the linguistic strategies of advertisements. There‘re also some basic principles of advertising language. And thus, the advertising language forms its own style and characteristics.

2.2. Pun

2.2.1. Definition of pun

There is not a consensus among scholars on the difference between a wordplay and a pun. Some scholars consider pun as one of the types of wordplay, whereas wordplay is classed as an umbrella term denoting all the subclasses, such as spoonerism, malapropism, wellerism, onomatopoeia, palindrome and other linguistic units. While some others consider these two terms mostly interchangeable and synonymous elements (Delabastita, 1996; Gothlib, 2005). In this study, I follow the second point of view that ―pun‖ and ―wordplay‖ can be used interchangeably.

In general, puns refer to ―the usually humorous use of a word in such a way as to suggest two or more of its meanings or the meaning of another word similar in sound‖. Therefore, puns are a form of figure speech, a trope in which the message has at least two different meanings. McQuarrie and David (1996) qualify puns as one of the more complex forms of rhetoric: puns generally require more processing effort than messages where simple forms of rhetoric, for example, rhyme or alliteration, are used.

Delabastita defines wordplay (a term which he uses interchangeably with pun) as: ―Wordplay is the general name for the various textual phenomenon in which structural features of the language(s) used are exploited in order to bring about a

communicatively significant confrontation of two (or more) linguistics structures with more or less similar forms and more or less different meanings.‖

Ritchie calls puns one of the simplest forms of jokes. He suggests that puns are a very widespread and commonplace form of spontaneous humour, at least within the English-speaking culture, although not all puns are funny. In fact, he points out that there is "even a widely established habit of groaning in response to a pun rather than laughing". Nevertheless, as the aim is not to consider what is considered humour but what is intended as humour, it is best to continue on with a definition of puns. Neal R. Norrick uses a definition roughly matching that of Sacks, saying that the punster constructs an ambivalent utterance with one meaning oriented toward understanding the preceding utterance and a second meaning also fitted to that utterance but based on a contextually inappropriate analysis of it [...]. The punning turn consequently clashes with the topic and/or tenor of current conversation, while some linguistic element establishes its claim to a rather tenuous formal relevance. Ambiguity, therefore, is a convention of punning, but as Attardo points out, not every ambiguous word constitutes a pun (1994, 133). The pun has to have a context to build upon, and be opposed to.

2.2.2. Classification of pun

Within a language, there are different ways of classifying pun. Each scholar bases on various criteria to describe and compare puns.

2.2.2.1. Classification of English pun

Delabastita (1996) claim that pun can be classified in terms of their formal structure. This is to examine how the pun components (i.e. the word or word group that have more or less similar forms and more or less different meanings) are related formally. Delabastita identify four types as the following: homonymy, homophony, homography, and paronymy.

- The homonymic pun makes use of words that are identical both in spelling and pronunciation. The words have different meaning, though. An example is the word
_bear‘, which can be a verb (to carry) or a noun (the animal).

- The homophonic pun is based on the exploitation of word pairs which sound alike, but are different in spelling. An example of such word pair is _wear‘ (verb) and _where‘ (question word)).

- The homography pun exploits words that have different sounds but identical spelling. An example is the word ―tear‖ meaning to rip or a drop of water from the eye

- The paronymic pun exploits words that have slight differences in both spelling and pronunciation. An example of such a word pair is _adding in salt/insult to injury‘ (Delabastita 1993:79-80).

Giorgadze, (2014) claims a classification of pun with three main types which is introduced below:

1. Lexical-Semantic Pun: may result from homonyms (words spelt and pronounced in the same way but have different meanings), homophones (words pronounced in the same way but have different meanings or spelling) and polysemantic words.

2. Structural-Syntactic Pun: arises when a complex phrase or a sentence can be interpreted in more than one way.

3. Structural-Semantic Pun: arises when a word or concept has an inherently diffuse meaning based on its widespread or informal usage. Idiomatic expressions whose definitions are rarely or never well-defined, and are presented in the context of a larger argument that invites a certain conclusion.

The Chinese scholar Chuandao claims that the creation of pun is connected not only to the meaning and the homophony of a word, but also to the context, manner of speech and logic. He states 5 types of pun as following:

1. Homonymic pun (identical sounds and spelling);

2. Lexical meaning pun (polysemantic words);

3. Understanding pun (through the particular context implied meaning of a sentence is revealed.

4. Figurative pun (a simile or a metaphor as its surface meaning and the figurative meaning as its deep meaning).

5. Logic pun (a rhetorical device, a kind of implication in a particular context).

Sewoester states that pun finds their humourous power through ambiguities apparent in their language of origin. She studies pun from the aspect of linguistic ambiguity, namely lexical ambiguity, phonological ambiguity and syntactic ambiguity.

- Phonological ambiguity:

Phonological ambiguity involves manipulations of words at the sound levels. For example:

(1)If you put three ducks in a box what do you have? A box of quackers. (*Hirsh-Pasek et al. 1978*)

Hirsh-Pasek et al (1978) define phonological ambiguity as ―an ambiguity that result when two similar phonetic sequences (which differ only in a single phonological segment) identify separate words, which have different meanings, e.g, cracker/ quacker‖. The example (1) with the word *quacker* is a clear manipulation of two distinct but similar phonological interpretations. It does not rely on a repetition of legitimate words with similar sounds, nor does it depend on a lexical or syntactically ambiguous element. Rather, it plays on the similar yet distinct sounds. Additionally, phonological ambiguity play with paronyms. For example:

The magician who loved his chocolate could perform a lot of Twix.
(www.punofftheday.com)

It could be argued that the r and w sounds apparent in this pun are close enough for it to be considered an example of lexical ambiguity. However, this joke would be labeled as a phonological (not lexical) manipulation; ambiguity at the phonological level drives the double meaning and is based on the similar but not identical sounds (i.e. minimal pairs) involved in the words Twix and tricks.

- Lexical ambiguity:

Lexical ambiguity focus on the level of word which one word has more than one interpretation (Gomez, 1996:16). He gives an example of lexical ambiguity, ―*I saw the bank*.‖ The word ―bank‖ has two different meanings. It can be interpreted as place to invest or borrow money, and other option is the side of a river.

While phonological ambiguity depend on ―the modification of a sound, a unit smaller than the word‖ (Lew 1996b:130), lexical ambiguity often relies on homophones, full homonyms or polysemy where sounds remain the same and the ambiguity lies in the lexical unit or lexeme.

Homophone:

According to Murphy (2010:84), homophone happens in a situation where two or more words are spelt differently but pronounced the same. For example: The two words ―*Pearl"* and ―*Purl*‖ are the examples of homophone. The words ―Pearl‖ and
―Purl‖ are exactly different in spelling, but how they are pronounced is the same.

―Pearl‖ means a small hard shiny white ball, while ―purl‖ means a stitch used in knitting.

Homonym:

According to Murphy (2010:94), full homonymy happens when the different words have the same spoken and written forms. For example, the word ―lie‖ can be interpreted as ―saying something that is not true‖ or ―position of body in flat or horizontal‖. The word ―lie‖ exactly has the same spelling and

also pronunciation. However, the meaning is exactly different. It shows that the words which have the

same spelling and pronunciation cannot be said clearly that the words also have the same meaning.

Polysemy:

Murphy (2010:84) states that polysemy refers to the situation where a word has two or more distinct meanings but those are still related in sense. It can be said that the sense might be similar, but the meaning is different based on the context of the words. The meaning of a single word can be different and it depends on the context of the word. It can cause the difficulty to determine the exact meaning of one word in a particular context. Besides, this is what is meant by meaning and sense. In general, meaning refers to the understanding of human through a word or sign which can be seen as the definition of something. Sense is defined as a relationship between the words or expressions of a single language which holds between those words or expressions and what that expression stands for on a particular occasion of its utterance (Lyons in Jackson and Etienne, 2000:56). In polysemy, there are several meanings in a word but people might understand how the sense of those meanings is related. For example: Coat: a) an outer garment with sleeves for wearing outdoors, b) ananimal's covering of fur, and c) a covering of paint or similar material. (Murphy, 2010). Based on this example, the word ―coat‖ can be understood in three meanings, but they actually have relation. These three meanings are related since they have the same concept which is an outer layer on something, but these three meanings are used in different contexts. People might be difficult to determine one meaning which fits to particular context. Polysemy word still relates in sense which causes difficulty to determine the meanings. A word might have many different meanings in different contexts. People cannot be too sure with one meaning of word which is conveyed in a particular event in which it is possible to have any other meanings. It also means that polysemy involves a single word with several meanings and the similar sense (Murphy, 2010:89). Thus, in the case of polysemy, the word is expected to have relation in the sense, for example: Board: a) a long thin flat piece of cut wood, b) a flat surface with

pattern, used for playing a

game on, c) a flat piece of material used for putting food on. (Jackson, 2000:58) This is another example of polysemy. It is almost the same with the previous example that one word can be understood in several meanings, but it is still related. By looking at the example, ―board‖ has three meanings. However, the senses of these three meanings are related. These three meanings can be identified 19 as having the same sense because the sense of the three meanings are that board is a kind of flat piece of material.

- Syntactic ambiguity:

There are various interpretations of what constitutes syntactic ambiguity. On the surface, syntactic jokes depend on a ―duality‘ of semantic interpretations motivated by the structural patterns of the language system‖(Lew 1996:128) and ambiguity not of any single lexical item but of the sentence at the syntactic level (Attardo et al. 1994b:35). Most authors would agree that the following joke clearly involves syntactic ambiguity:

Customer: May I try on that dress in the window?

Salegirl: No ma'am. You'll have to use the dressing room like everyone else

The motivating factor behind the ambiguity in this case is prepositional phrase attachment. Items such as prepositional phrase attachment (Franz 1996, Lew 1996, Oaks 1994, Stageberg 1971a, Taha 1983), relative clause reduction (Franz 1996, Stageberg 1971a), modifier attachment (Oaks 1994, Taha 1983), pronoun antecedent (Oaks 1994, Taha 1983), and anaphoric referents (Attardo 1994a) are generally considered ―non-lexical‖ or syntactic ambiguities (Attardo 1994a, p. 93).

2.2.2.2. Classification of Vietnamese pun:

There are several subcategories of pun and consequently its various classifications and types are formulated by different scholars.

Le Ba Mien (2012) divided pun into 5 types:

1. Use two complex word with contrast meaning, such as ―nổi tiếng vs tai tiếng, ảo vọng vs thất vọng, thành quả vs hậu quả‖, etc

2. Separate complex words into single word with changing means. For example, there is a familiar utterance of Vietnamese people: ―Hành chính thì hành là chính‖.

―Hành chính‖ can be separated into 2 word ―hành‖ and ―chính‖. ―Hành chính‖ means ―work under the management of the state as prescribed by law, such as papers, paperwork, working procedure‖. When separated to create pun, ―hành‖ mean ―make it become difficult‖ and ―chính‖ means ―major or main‖.

3. Use homonym: is the phenomenon of words with similar sound but different meaning. For example: ―**Chát** chít không những rất **chát** mà còn cay đắng đến nhường nào.

4. Use antonym and polysemy: For example: ―Trúng mùa mặn muối nhưng nhạt tiền‖ is used in an article to talk about the unsustainable work of people from the South provinces. ―Mặn‖ and ―nhạt‖ are two atonym which describe the properties of salt. However, these words have the figurative meaning of ―much‖ and ―a little‖.

5. Inverse the order of language component: a kind of pun basing on the isolating property of Vietnamese. For example, ―khói lửa và lửa khói, tăm tối và tối tăm, áo cơm và cơm áo, quen thân và thân quen, bàn cân và cân bàn, dầu đèn và đèn dầu…‖

Ngo Thi Khai Nguyen (2014) when studying on wordplay in slogans claims some types of pun as the following:

1. The repetition of sounds. For example, ―Dứt **cảm**, gi**ảm đau**, m**au** khỏe‖.

2. Repeated words: words repeated with the aim of emphasizing important word in the slogan, creating strong emotion and impression. For example: ―**Chia sẻ** khoảnh khắc đẹp, **chia sẻ** cuộc sống vui.‖ Or **Sơn** Nippon - **Sơn** đâu cũng đẹp.

3. Use synonym: is a word or phrase that means exactly or nearly the same as another word or phrase in the same language. For example: —Đừng **tắt** niềm hi vọng

hoặc **ngừng** ghi hình‖ or ―**Thành tích** của bé hôm nay, **thành tựu** đất nước mai sau‖. ―Tắt, ngừng‖ are two different words but have the same meaning ―stop‖.

4. Use antonym: the use of words that have opposite meaning. For example: ―Biến cái **không thể** thành **có thể**‖. ―Không thể‖, ―có thể‖ meaning ―can‖ or ―cannot‖ are two words with opposite meaning.

5. Use idioms or proverbs creatively:

Duong Quoc Cuong divided pun into 4 types as the following:

1. Homonym pun: is the repetition of a word or a phrase several times in an utterance. Homonym pun is created by two ways. Using absolute homonym is the first one. For example: ―Sữa **cộng**, **cộng** nhiều hơn cho con‖. The second way is the use of word or syllables which have nearly identical sound. That is the use of words which are identical in final consonant and syllable section. Here are some examples: ―Chẳng ngại cảm **ho**, chẳng **lo** cảm cúm‖ or ―Tạm biệt tàn **nhang**, xua **tan** vết nám‖, etc.

2. Polysemy pun: is created from the polysemy of word or phrase.

3. Grammar pun: is the use of one word but appear to have different grammatical function and different lexical meaning to create humour. For example: ―Con ngựa **đá đá** con ngựa đá.‖ The word ―đá‖ has the same written form and pronunciation but functions as a verb and an adjective in this sentence.

4. Idiom pun: is the use of idiom or the imitation of an idiom to fit the context and create pun.

As seen in the above presentation, English and Vietnamese scholars have developed different classification systems of puns. There are similarities and differences in these classification systems. There is no single system covering all types of pun in both English and Vietnamese. As a consequence, some advertisements could not be categorized into any type. Therefore, in order for the aim of the study to be achieved, a classification system of pun for the study

was established which

contains three main types and will be represented in the research methodology chapter.

2.3. Pun in advertising:

Puns are frequent occurrences in advertisements, often - but not necessarily - as a part of humorous language (Crawford and Gregory 2015: 571). Leigh (1994) shows that in a large sample, 10 to 40% of all ads contain wordplay.

Like other kinds of word games, puns are illustrative of the "ludic uses of language, where the aim is not primarily to communicate meaning but to draw attention to the way the normal rules of language can be bent or broken to convey novel effects" (Crystal 2007: 464, italics in the original). Usually, semantic consistency and singular discursive cohesion are affected first and foremost through punning. By associating a single phonetic form (as regards exact puns) or two very similar such forms (as regards near puns) (see Partington 2009: 1796) with two distinct meanings, manner maxims are flouted and ambiguity is deliberately generated (Grice 2004: 49; Taylor and Taylor 1990: 30). Through a pun, what initially might have appeared as the suitable, salient direction of interpretation in communication is cut short, and a different, antipodal interpretation is brought to the fore (Grice 2004: 55). Naturally, this semantic mutability does not threaten the security of the cooperative principle as a whole. As long as the meaning deviation is perceived and acknowledged by the receivers, the pun will have fulfilled its purpose and the intended message will have reached its destination successfully.

By following a simple principle of marketing called AIDA we can see that a pun is more than qualified to success in advertising. AIDA stands for Attention, Interest, Desire and Action. These are the 4 stages of persuading costumers through the commercial advertising. First step is to catch the recipient‘s attention which in case of puns is done by the inconsistency of message followed by the surprise. It is because puns do not usually appear in everyday language very often so the recipient is forced to analyze the unusual

phenomenon. When the recipient realizes he or she is dealing with wordplay some certain scenarios can happen. In the second possibility the recipient analyzes the given text, but fails to get the intended meaning by not deciphering the pun (because not all the puns are obvious in their meaning). This recipient will probably continue to think about the pun and whatever the result of his or her effort (understanding the wordplay or not) the effect of the ad is drastically lowered or lost. The third case of understanding wordplay is the initially intended one. The recipient analyzes the message, understands it and a humorous effect is successfully created leaving the recipient happy and satisfied with his or hers own mental performance and capability. Such positive feelings will most probably create a positive connection with the ad and the product it promotes and thus creating a desire of buying the product. Pun is often some sort of puzzle or riddle with great memorability so the recipient who has deciphered the pun correctly is likely to share the pun with his peers (Allday 2011).

CHAPTER II

RESEARCH METHODOLOGY

This chapter discusses the methods used to analyze the data collected encompassing the research questions, research methods, data collection procedure and data analytical framework.

1. Research questions

The study aims at seeking the answers to the following two research questions:

1. What types of pun are commonly used in English and Vietnamese advertisements in men‘s magazines?

2. What are the similarities and differences in the linguistic devices used in creating these types of pun in English and Vietnamese advertisements in men‘s magazines?

2. Research methods

To answer the research questions, the following methods are used: quantitative, qualitative and contrastive.

Quantitative method helps find out the frequency of types of pun used in English and Vietnamese advertisements

In the qualitative method, samples are categorized into types of pun on the basis of the classification which is synthesized from several classification systems by some English and Vietnamese scholars. Besides, an analytical framework is set up to identify and categorize the devices contributing to the creation of types of pun used in English and Vietnamese advertisements.

Contrastive method is carried out to identify the similarities and differences in the types of pun and the devices used in the creation of these types of pun in English and Vietnamese advertisements.

3. Data collection:

The advertisements are taken from famous magazines in the period from 2010 to 2015, such as: Men‘s Health, Esquire and Men‘s Journal in English and Đan ong, Men & life in Vietnamese. These particular magazines which form the corpus of this study are among the most well-known ones within their genre. Also, this type of publication contains different features dealing with the assumed male lifestyle. 25 English advertisements and 25 Vietnamese ones, making a total of 50, are chosen randomly. The population of 50 advertisements to be investigated is considered large enough because:

- These advertisements are taken from famous magazines with a large number of target audiences.
- The advertisements contain important and diverse areas of advertising, such as high-tech, vehicles, menswear or grooming, drinking, etc.

The chosen data are found based on the following criteria:

Phonological pun: makes use of makes use of phonological features, namely the use similar but not identical sounds with the aim of emphasizing on the partial meaning of words containing these sounds and creating harmony or rhythm which help advertisements more attractive and lithe.

Lexical pun: makes use of lexical item which is antonymous, synonymous, homonymous, homophonous or polysemous to another lexical item and contributes to the harmony in meaning or the multiple meaning of an advertisement.

Structural pun: make use of structures, phrases or expressions which may lead a sentence be interpreted in more than one way.

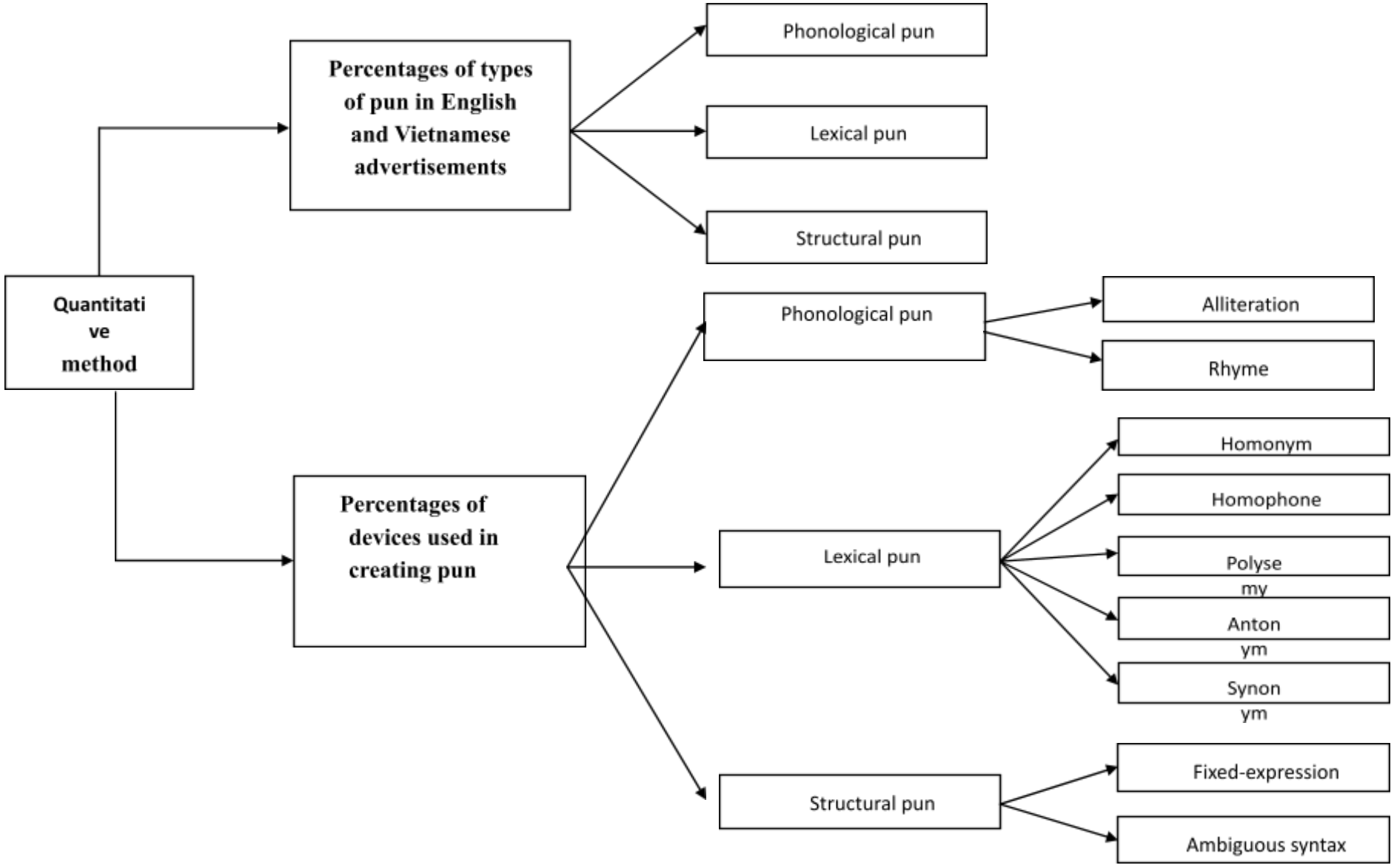
4. Data analytical framework:

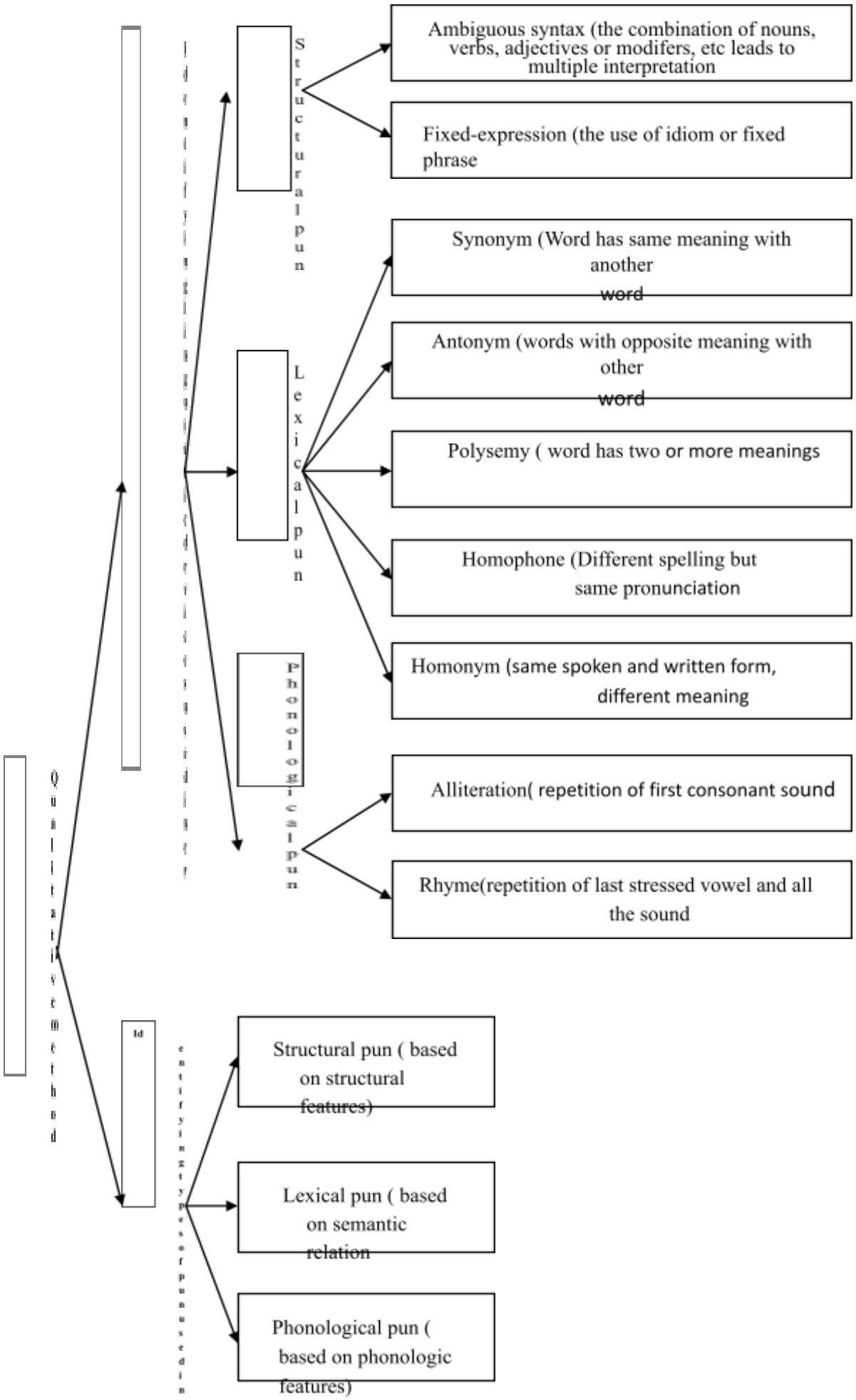
Samples in English and Vietnamese advertisements are categorized into three types: Phonological pun, Lexical pun and Structural pun. The percentages of

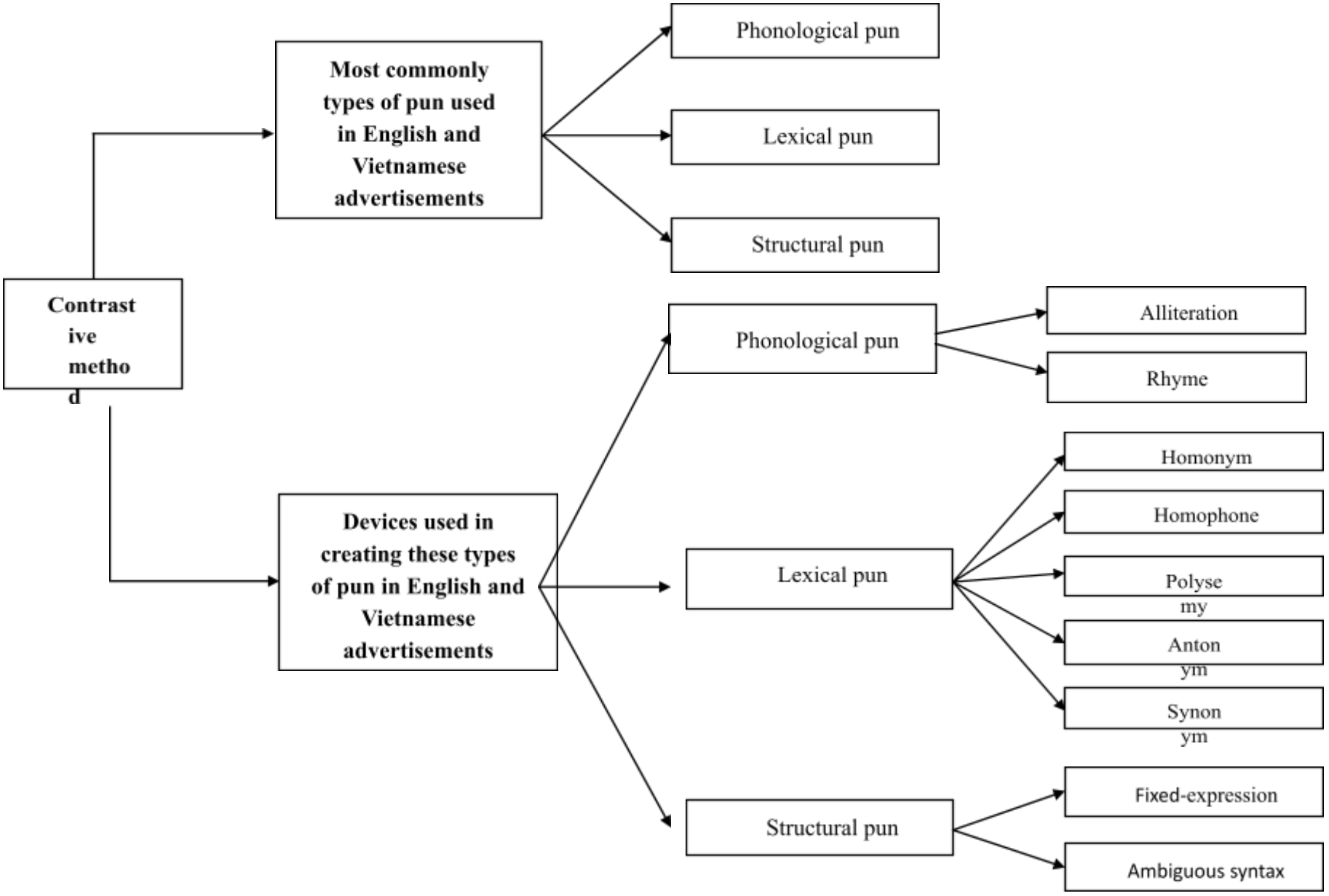
each type of pun are illustrated in charts. Then the similarities and differences in the occurrence of three types of pun in English and Vietnamese advertisements are shown in a chart.

Then, collected samples are analyzed to identify common devices used in creating three types of pun. Samples containing phonological pun in English and Vietnamese advertisements are categorized into two groups: Alliteration and Rhyme. The percentages of each device are illustrated in charts. Then, the similarities and differences in the occurrence of these devices in English and Vietnamese advertisements are shown in a chart. Similarly, samples containing lexical pun in English advertisements are categorized into three groups: homonym, homophone and polysemy which are illustrated in a chat. Samples containing lexical pun in Vietnamese advertisements are categorized into three groups: Antonym, Synonym and polysemy and illustrated in a chart. Then there is a chart illustrating the similarities and differences in the occurrence of English and Vietnamese devices. In similarity, samples containing structural pun in English and Vietnamese advertisements are categorized in two groups: Fixed-expression and Ambiguous syntax, which are also shown in charts. The similarities and differences in the occurrence of these devices are shown in a chart.

The data analytical framework is presented in the following figures:


Quantitative method
Percentages of types of pun in English and Vietnamese advertisements
Phonological pun
Lexical pun
Structural pun
Percentages of devices used in creating pun
Phonological pun
Alliteration
Rhyme
Lexical pun
Homonym
Homophone
Polysemy
Antonym
Synonym
Structural pun
Fixed-expression
Ambiguous syntax


Structural pun
Ambiguous syntax (the combination of nouns, verbs, adjectives or modifers, etc leads to multiple interpretation
Fixed-expression (the use of idiom or fixed phrase
Lexical pun
Synonym (Word has same meaning with another word
Antonym (words with opposite meaning with other word
Polysemy (word has two or more meanings
Homophone (Different spelling but same pronunciation
Homonym (same spoken and written form, different meaning
Phonological pun
Alliteration(repetition of first consonant sound
Rhyme(repetition of last stressed vowel and all the sound
Structural pun (based on structural features)
Lexical pun (based on semantic relation
Phonological pun (based on phonologic features)


Contrast ive metho d
Most commonly types of pun used in English and Vietnamese advertisements
Phonological pun
Lexical pun
Structural pun
Devices used in creating these types of pun in English and Vietnamese advertisements
Phonological pun
Alliteration
Rhyme
Lexical pun
Homonym
Homophone
Polyse my
Anton ym
Synon ym
Structural pun
Fixed-expression
Ambiguous syntax

Chapter III

DATA ANALYSIS AND DISCUSSION

This chapter is the analysis of 25 English advertisements and 25 Vietnamese advertisements in which the types of pun and their frequency of use in English and Vietnamese advertisements are discussed. The devices used in creating types of pun are presented and analyzed. Then, the similarities and differences in the types of pun used in English and Vietnamese advertisements in men's magazines are discussed.

3.1. Data analysis:

3.1.1. The percentages of types of pun used in English and Vietnamese advertisements

This part illustrates the frequency of occurrence of types of pun used in English and Vietnamese advertisements. The similarities and differences in their frequency of use are also illustrated in a chart.

3.1.1.1. The percentages of types of pun used in English advertisements

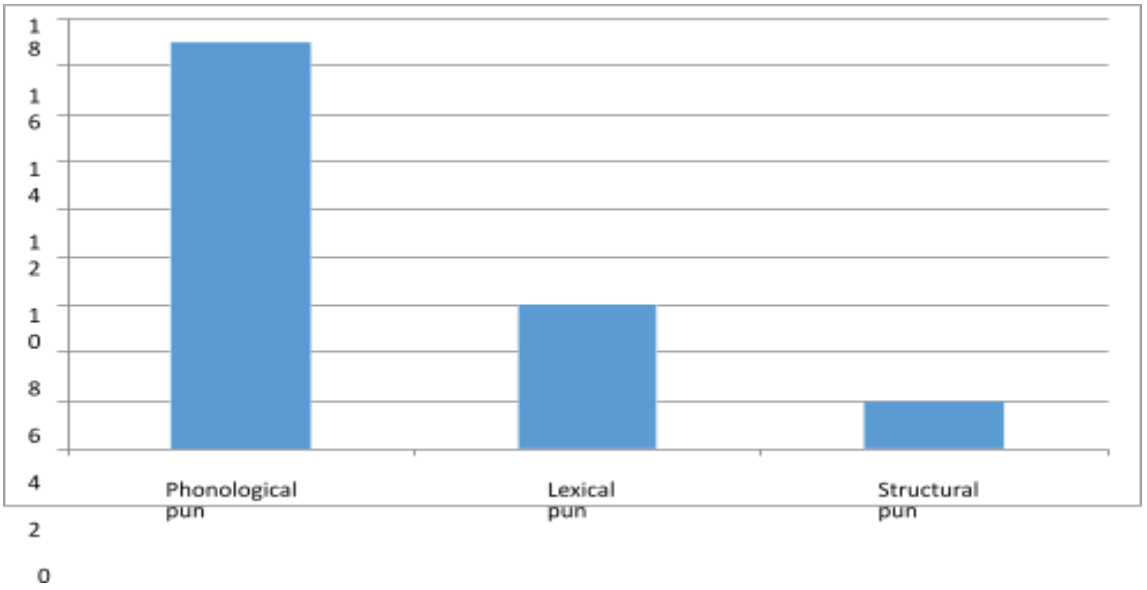


Figure 1: Frequency of types of pun used in English advertisements

As illustrated in the figure above, phonological pun are used more frequently than lexical pun and structural pun. In 25 advertisements, phonological pun is found in 13 advertisements while there are 9 advertisements belonging to lexical pun and 3 belonging to structural pun. Some examples of three types of pun are as below:

(a) **B**eats the **b**est. (Zespri – sungold kiwifruit) [GQ] (*Phonological pun*)

(b) Every**wear** for every**where** (JC Penney clothes) [Men's Health] (*Lexical pun*)

(c) Breitling has built the chronograph **par excellence**. (Breitling Chronomat B01) [Men's Health] (*Structural pun*)

In the above examples, (a) belongs to phonological pun which based on the repetition of the first consonant sound /b/ to create a melody for the slogan. This slogan put an emphasis on the quality of product thanks to the melody created by a minimal pair ―beat‖ and ―best‖.

(b) is lexical pun in which ―wear‖ and ―where‖ are pronounced the same but convey different meaning. Advertisers, by using these words, give a massage that JC Penney has a variety of clothes that suitable for a variety of events or situation.

(c) is structural pun in which the use of ―*par excellence*‖ leads to different interpretation of slogan. In term of literal meaning, this advertisement could be interpreted like: *Breitling Chronomat B01 is an extremely good chronograph.* Besides, ―*par excellence"* has the meaning of ―the best possible example of a particular thing‖. Then, the whole sentence can be interpreted in the following sense: *Breitling Chronomat B01 is the best example of what a chronograph represents.*

(**Samples of phonological, lexical and structural pun in English advertisements**, see **Appendices I**)

3.1.1.2. The percentages of types of pun used in Vietnamese advertisements

The figure shows the frequency of types of pun used in Vietnamese advertisements:

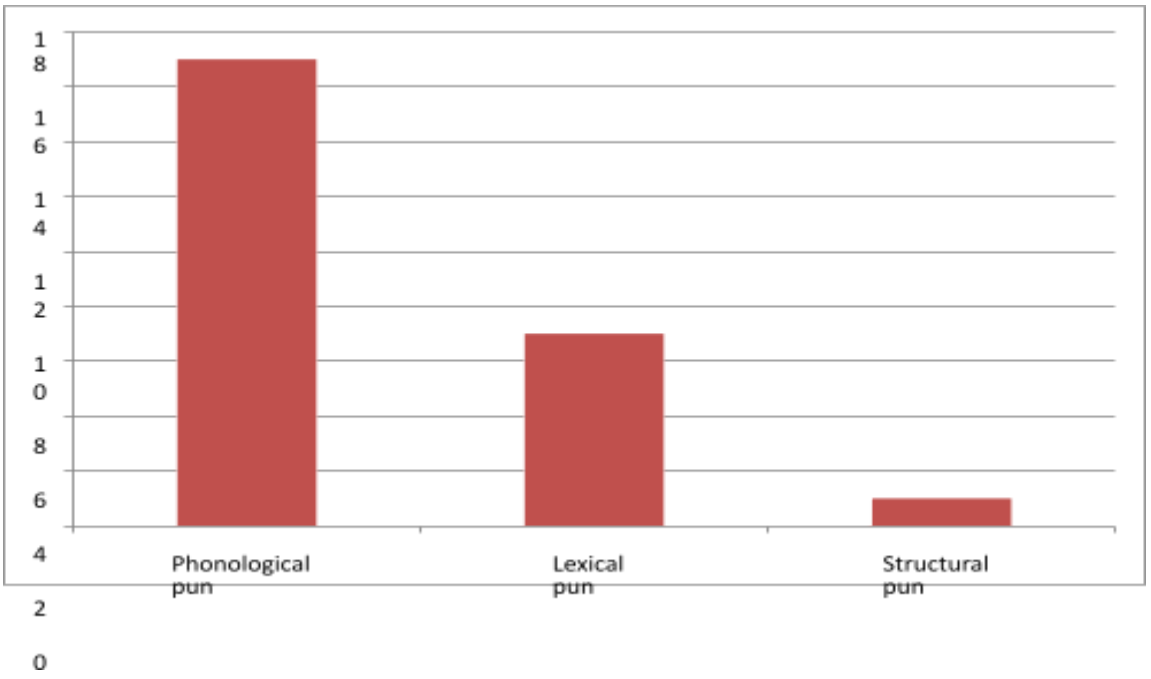


Figure 2: Frequency of types of pun used in Vietnamese advertisements

It can be seen that most of the Vietnamese advertisements apply phonological pun. In the total of 25 advertisements, phonological pun makes up 44% meanwhile lexical pun makes up 28 % and structural pun 4%. The examples of three types are represented as following:

(a) Chân trời **mới**, tầm cao **mới**. (Hãng điện thoại mobiphone) [Đàn ông] (*Phonological pun*)

(b) —**Chất**‖ từ trong ra ngoài. (Honda Fury) [Men & Life] *(Lexical pun)*

(c) . —**Mình hạc sương mai**.‖ (Samsung Galaxy A7) [Men & life] *(Structural pun)*

In the above examples, (a) belongs to phonological pun which make use of the repetition of the vowel sound /ơi/ to bring a harmony in the slogan.

(b) is an example of lexical pun in which the word —chất‖ is used to create pun.

—Chất‖ can be interpreted as —a species of matter of definite chemical composition‖. Besides, it has another meaning as an adjective meaning —good or great‖. The second meaning is used for the right interpretation of this advertisement.

(c) is the only example of structural pun which is found in Vietnamese advertisements.

(Samples of phonological, lexical and structural pun in Vietnamese advertisements, see Appendices II)

3.1.1.3. The percentages of types of pun used in English and Vietnamese advertisements

The following figure shows the frequency in the types of pun used in English and Vietnamese adverti

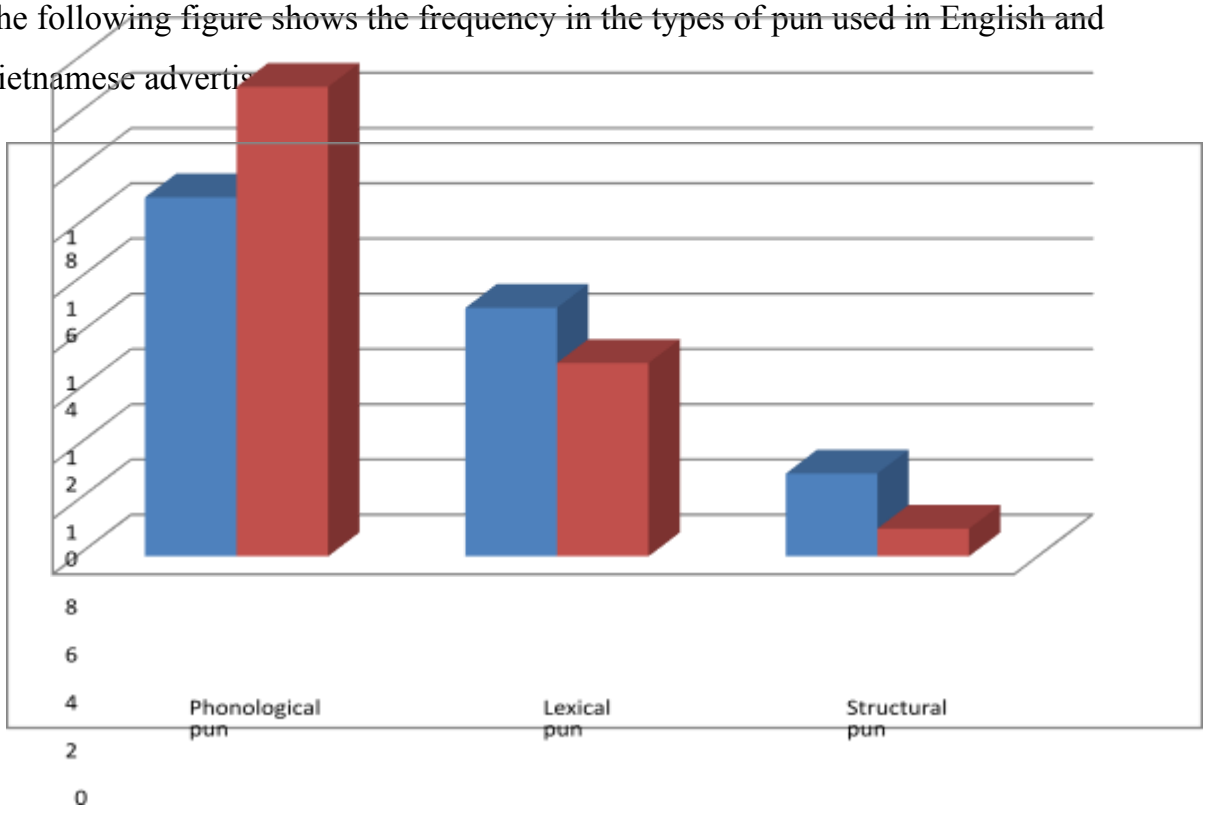


Figure 3: Frequency of types of pun used in English and Vietnamese advertisements

Figure 3 shows that there is a considerable disproportion in the types of pun used in English and Vietnamese advertisements. In both English and Vietnamese advertisements, phonological pun occurs more frequently than lexical and structural pun. However, Vietnamese advertisements apply phonological pun more frequently than English advertisements. The application of lexical pun and structural pun in English advertisements is more popular than the equivalents in Vietnamese.

3.1.2. Devices used in creating types of pun in English and Vietnamese advertisements

This part is the analysis of devices used in creating phonological, lexical and structural pun in English and Vietnamese advertisements. The similarities and differences in the frequency of these devices are illustrated in charts.

3.1.2.1. Devices used in creating phonological pun in English and Vietnamese advertisements

3.1.2.1.1. Devices used in creating phonological pun in English advertisements

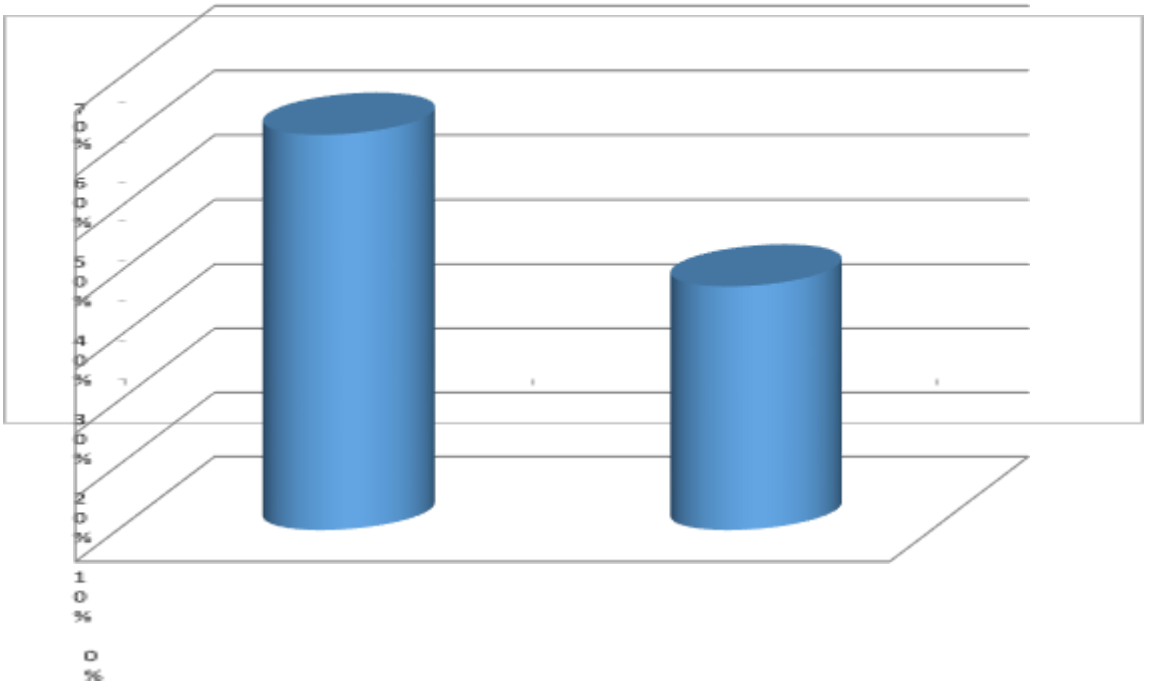


Figure 4: Distribution of phonological pun resulting from rhyme and alliteration in English advertisements

As can be seen from figure 4, rhyme and alliteration are two devices used to create phonological pun in English advertisements. The use of rhyme is more popular than the use of alliteration, accounting for 62%.

Rhyme is applied in 8 out of 13 advertisements containing phonological pun. It plays an important role in highlighting certain meanings and draw attention. The following is an example:

It's time to ***ride*** *a* ***tide***. (Latch sunglasses) [Men's Journal]

The pun lies in two word *ride* and *tide.* These two words have the same repetition of the last stressed vowel sound and the last consonant sound. The first consonant sound is the only segment which is changed.

Alliteration accounts for 38% of phonological pun. The following are examples:

T*ested.* ***T****asty. Trusted*. (Biogen Iso-whey) [GQ]

D*on't* ***d****ream it,* ***d****rive it*. (Jaguar car) [GQ]

(Samples of phonological pun resulting from alliteration and rhyme, see Appendices I.A)

3.1.2.1.2. Devices used in creating phonological pun in Vietnamese advertisements

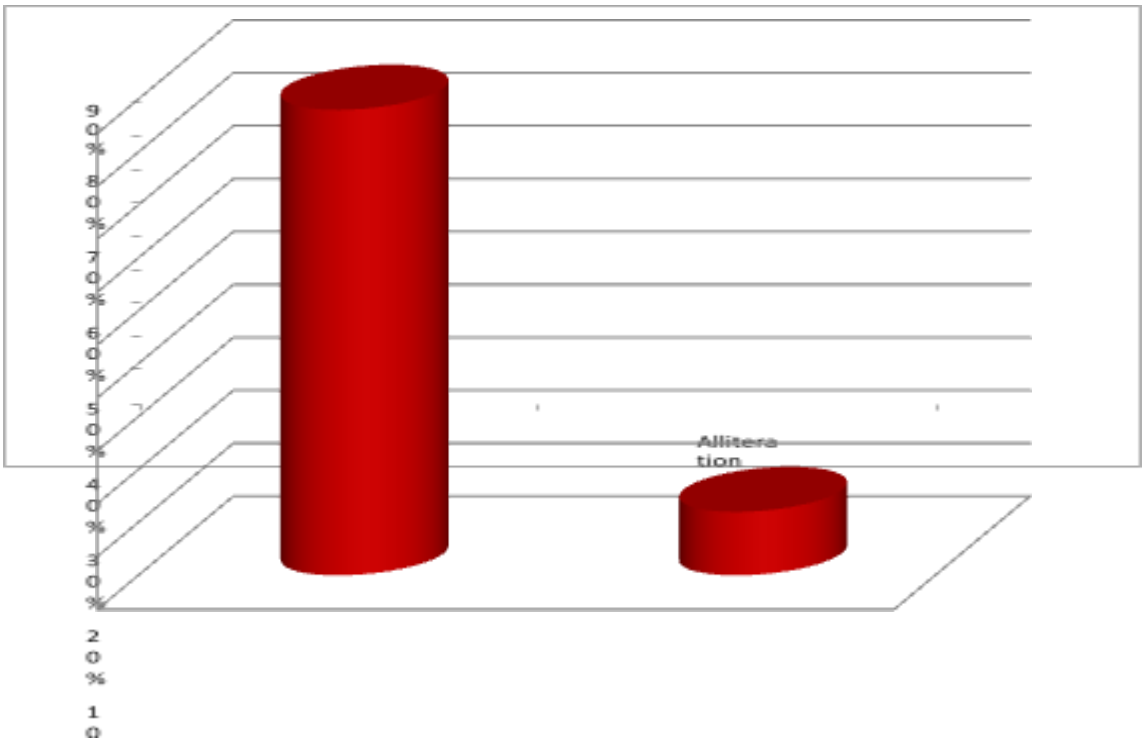


Figure 5: Distribution of phonological pun resulting from rhyme and alliteration in Vietnamese advertisements

Figure 5 shows that phonological pun in Vietnamese advertisements makes use of rhyme and alliteration. Rhyme is used more frequently than alliteration in creating phonological pun.

There are 15 out of 17 advertisements which use rhyme, making up of 88%. Some examples are as below:

*"Sức **mạnh** từ âm **thanh** đẳng cấp"* (JBLK2 S9800 – Dàn chơi Hi – end) [Men&life]

*"Người ta nói: Sống phải hợp **thời***

*Chúng tôi nói: Đã tuyệt **vời** thì **thời** nào cũng hợp*

(bia Carlsberg) [Men & life]

The repetition of the vowel sound **"anh"** in ―*mạnh*‖ and ―*thanh*‖ or ―**ơi**‖ in ―*thời, vời*‖ creates an impression on audiences. The substitution in the first consonant sound and the repetitiveness of sound make the advertisements easier to get readers' attention.

The use of alliteration accounts only 12%. The following is an example with the repetition of the first consonant sound /c/:

***C**ấu hình **c**ực đã, giá **c**ả **c**ực sốc*. (Máy tính Acer) [Đàn ông]

(Samples of phonological pun resulting from alliteration and rhyme, see Appendices II.A)

3.1.2.1.3. Devices used in creating phonological pun in English and Vietnamese advertisements

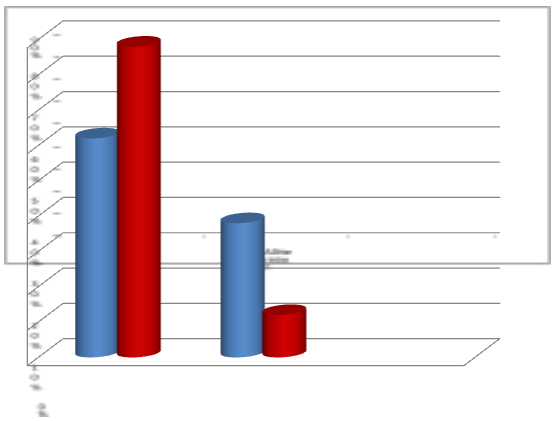


Figure 6: Distribution of phonological pun resulting from rhyme and alliteration in English and Vietnamese advertisements

Both English and Vietnamese advertisements apply rhyme and alliteration as a device in creating phonological pun. Rhyme are used more popular than alliteration in both English and Vietnamese advertisements. Rhyme is more preferable by Vietnamese advertisers meanwhile alliteration is more popular in English ads.

3.1.2.2. Devices used in creating lexical pun in English and Vietnamese advertisements

3.1.2.2.1. Devices used in creating lexical pun in English advertisements

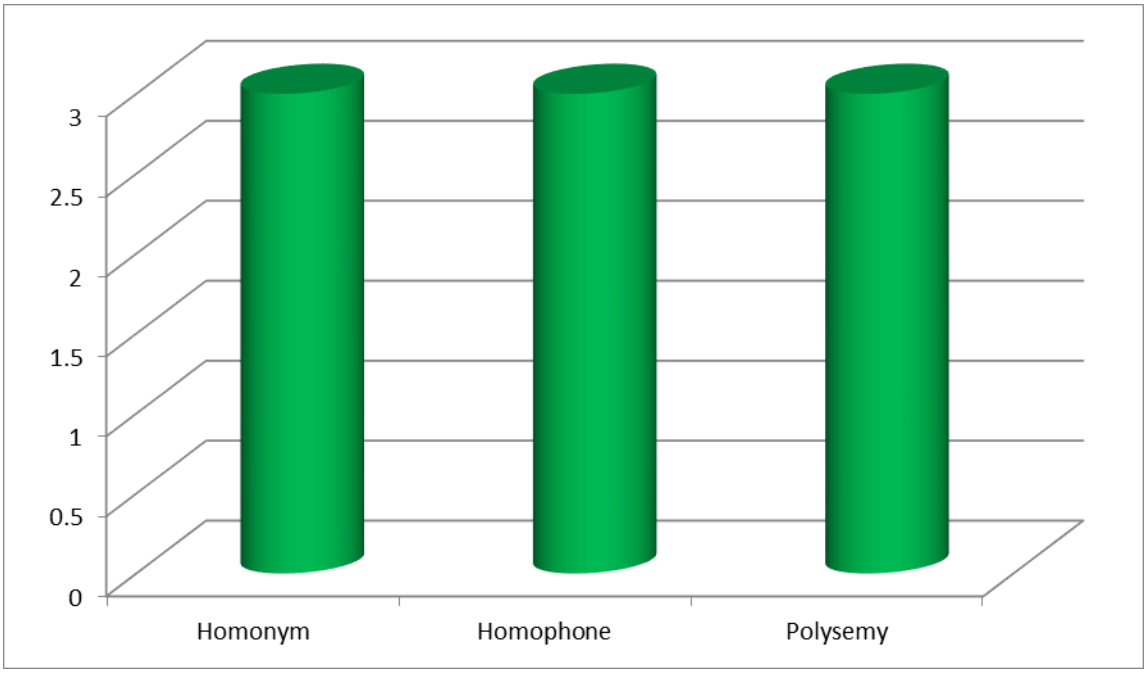


Figure 7: Distribution of lexical pun resulting from homonym, homophone and polysemy in English advertisements

It can be seen that there is a balance in the distribution of the use of homonym, homophone and polysemy in creating lexical pun. Each device is found in three advertisements. The following are some examples:

(a) *When you decide to give her a **ring**, give us a **ring***. (Tiffany & Co Jewelry shop) [Men's Journal]

(b) *The **whey** to a beach body*. (Whey Protein blend) [Men's Health]

(c) ***Fit** bodies need a tailored **fit.*** (Montagio – custom tailoring) [Men's Health]

In the above examples, (a) is an example of homonym. The word ―ring‖ creates a pun. Despite of the same pronunciation, ―ring‖ has two distinct meaning in this advertisement. ―Ring‖ in ―give her a ring‖ conveys a literal meaning but ―ring‖ in

―give us a ring‖ means ―call/ phone us‖.

(b) is an example of homophone. *Whey* is a homophone of *way*, and therefore, the advertisement contains a pun on the name of the advertised product, Whey Protein

blend, and on the noun *way*, meaning ―the best method to get something; a course of action, a device, expedient method, or means, by which some end may be attained‖.

(c) is an example of polysemy. The two ―*fit*‖ are interpreted in different meaning. ―*Fit*‖ in ―fit bodies‖ functions as an adjective which means ―good, healthy‖ meanwhile ―*fit*‖ in ―a tailored fit‖ is a noun meaning ―a design or pattern (of clothes)‖. At the first glance, this advertisement seems to be an example of homonym, however, the two word ―*fit*‖ has the relation in meaning.

(Samples of lexical pun resulting from homonym, homophone and polysemy, see Appendices I.B)

3.1.2.2.2. Devices used in creating lexical pun in Vietnamese advertisements

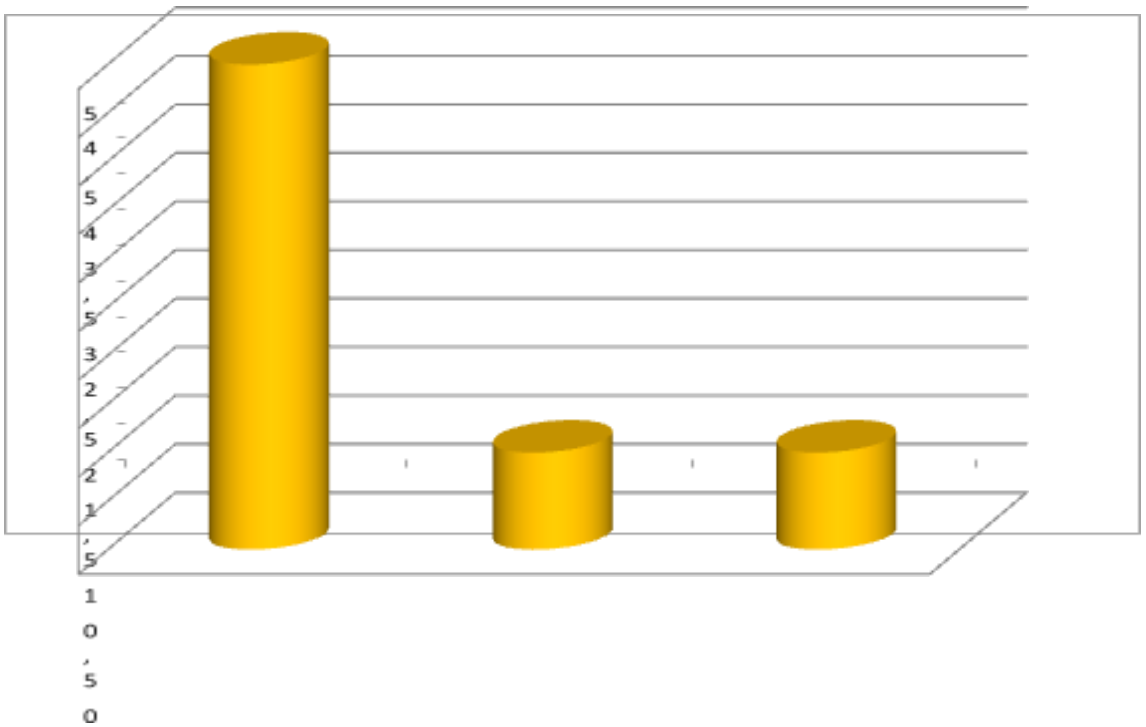


Figure 8: Distribution of lexical pun resulting from polysemy, antonym and synonym in English advertisements

The figure shows that polysemy is used more than antonym and synonym in creating lexical pun which accounts 72% of the database. Antonym and synonym

has the same distribution with 14% for each. The following are examples of the use of (a) polysemy, (b) antonym and (c) synonym.

(a) —*Trái cây* ***thật****, sữa* ***thật****, ngon* ***thật****.”* (Vfresh Smoothie) [Men & Life]

The word —thật‖ is used to create pun in this case. —Thật‖ functions as an adjective and adverb in this slogan. —Thật‖ in —trái cây thật, sữa thật‖ means —be original from nature‖ meanwhile —thật‖ in —ngon thật‖ is used as an adverb meaning —very‖. The repetition of this word is also like a statement about the quality of the product.

(b) —*Hơi thở* ***đương đại****, giá trị* ***cổ điển****.”* (Christopher Guy- thương hiệu nội thất) [Men & life]

The slogan use two antonyms —đương đại‖ and —cổ điển‖ which means

—contemporary‖ and —classic‖ in English. These two words are contrastive in meaning, but they seem to create a unity in the whole sentence. The use of these antonyms is like a statement of product which is a combination of modern and classic beauty, make the slogan more impressive.

(c) *Càng nghe càng* ***đắm****, càng ngắm càng* ***say.*** (Tivi Sam sung T20) [Men & Life]

—Đắm‖ and —say‖ are two synonyms which mean —falling in love‖. The use of these synonyms contribute to affirm the quality of the product.

(Samples of lexical pun resulting from polysemy, antonym and synonym, see Appendices II.B)

3.1.2.2.3. Devices used in creating lexical pun in English and Vietnamese advertisements

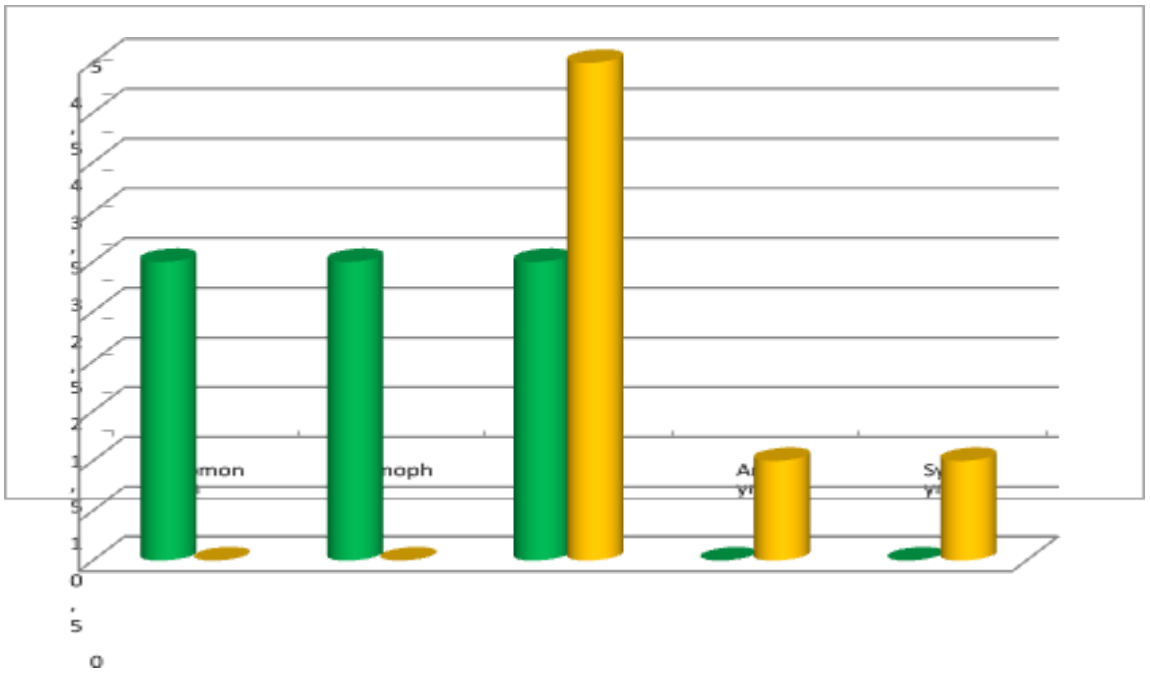


Figure 9: Distribution of lexical pun resulting from homonym, homophone, polysemy, antonym and synonym in English advertisements

The figure shows that polysemy is the only device used to create lexical pun in both English and Vietnamese advertisement. Homonym and homophone are used in English advertisement with the same distribution of 33%. In Vietnamese advertisements, antonym and synonym are also used in one advertisement in turn.

3.1.2.3. Devices used in creating structural pun in English and Vietnamese advertisements

3.1.2.3.1. Devices used in creating structural pun in English advertisements

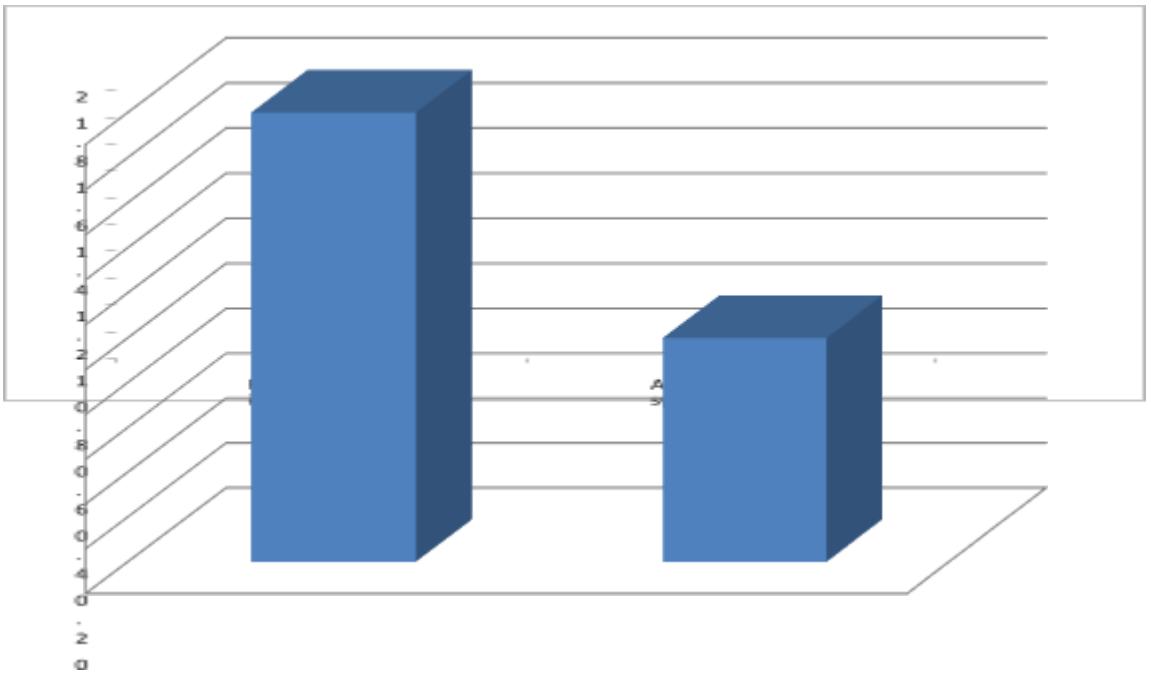


Figure 10: Distribution of structural pun resulting from fixed-expression and ambiguous syntax in English advertisements

It can be seen that fixed-expression is used more than ambiguous syntax in creating structural pun, but the disproportion is not high when fixed-expression appears in 2 advertisements and ambiguous syntax appears in 1 advertisement. Examples are as below:

(a) ***Top of the pops***. (Multivit vitamins) [Men's Health]

(b) *"An iced coffee* ***break without the break***.‖ (Maxwell house iced coffee) [Men's Journal]

(a) is an examples of using fixed-expression. —Top of the pops‖ can be interpreted as —the most popular pop songs‖ or —the best beverage‖.

(b) is an example of using ambiguous syntax. Apart from the meaning of —smash, split, or divide into parts violently‖, —break‖ could be interpreted as —an innovation, a breakthrough‖. —Coffee break‖ – as a fix expression means —a short period of time in which you stop working to rest and have coffee or some other refreshment‖.

—Without a break‖ is also a fix expression, meaning —non-stop, continuous‖.

Besides, ―without a break‖ also means ―without a disruption or separation of parts‖. Then, there are different ways of interpreting this slogan as following:

―*Enjoy the resting time continuously with Maxwell house coffee.*"

"Maxwell house iced coffee help you create breakthroughs continuously."

(Samples of structural pun resulting from fixed-expression and ambiguous syntax, see Appendices I.C)

3.1.2.3.2. Devices used in creating structural pun in Vietnamese advertisements

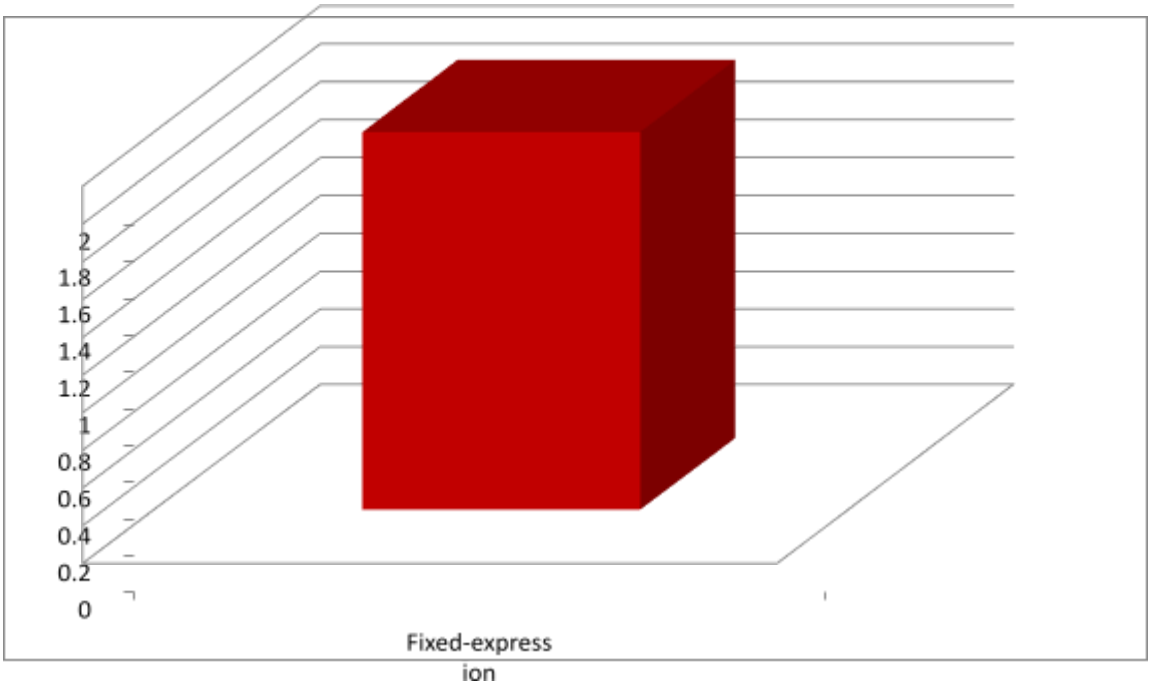


Figure 11: Distribution of structural pun resulting from fixed-expression in Vietnamese advertisements

It is illustrated that Vietnamese advertisement makes use of fixed – expression as the only device to create structural pun. The following is an example:

(a) **―Mình hạc sương mai**.‖ (Samsung Galaxy A7) [Men & life]

―Mình hạc sương mai‖ is an idiom used to describe slender and graceful body of women. In this case, advertisers apply this idiom smartly to refer to a phone with light and flowing beauty. This phone is considered as a girl. By using a very

familiar expression, advertisers create an impression on audiences and make the slogan easier to remember for longer.

3.1.2.3.3. Devices used in creating structural pun in English and Vietnamese advertisements

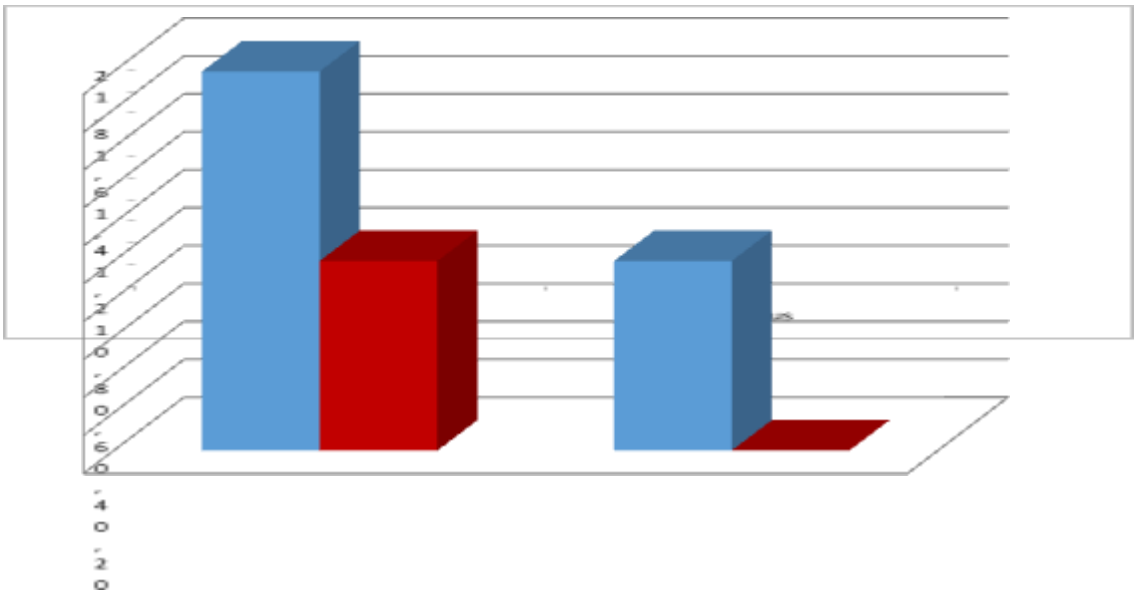


Figure 12: Distribution of structural pun resulting from fixed-expression and ambiguous syntax in English and Vietnamese advertisements

The figure shows that fixed- expression is applied more than ambiguous syntax in both languages. On the other hand, ambiguous syntax is not used in Vietnamese ads, it appear once in English advertisement.

3.2. Discussion

The procedures of selecting, classifying and contrasting lead to conclusion that there are some similarities and differences in the types of pun used in English and Vietnamese advertisement.

3.2.1. Similarities in the types of pun used in English and Vietnamese advertisements

English and Vietnamese advertisements in men‘s magazines share some common features in the types of pun.

Phonological pun is the most common type used in both English and Vietnamese advertisements. This could be explained by the fact that the repetition of sounds in phonological pun helps create a harmony for an utterance and easily draw the attention. For instances,

*More P**ounce** per **ounce*** (Jaguar car) [Men's Health]

***T**uyệt **t**ác trí **t**uệ*. (E-class) [Thể thao, Văn hóa & Đàn ông]

On the other hand, structural pun is the least common type in both English and Vietnamese advertisements. The reason is that it is never an easy task to create a humourous and interesting slogan basing on structure.

In term of devices used in creating types of pun, both English and Vietnamese advertisements share some common devices. Rhyme and alliteration are both used as a device to create phonological pun in English and Vietnamese in which rhyme is more preferable than the alliteration.

Besides, polysemy is the main device in creating lexical pun in both English and Vietnamese advertisements. Structural pun in both English and Vietnamese makes use of fixed – expression.

3.2.2. Differences in the types of pun used in English and Vietnamese advertisements

In respect to phonological pun, English advertisements make most use of rhyme meanwhile Vietnamese equivalents use alliteration as a main popular device.

In respect to lexical pun, a considerable difference lies in the distribution of devices in creating pun. Homonym, homophone and polysemy are devices used in English advertisements with the same frequency of occurrence meanwhile Vietnamese advertisements experience a remarkable disparity of polysemy, antonym and synonym. It can be seen that English advertisement make use of homonym and homophone which are not applied in Vietnamese equivalents meanwhile antonym

and synonym are two devices appearing in Vietnamese advertisements but not in English equivalents.

As regards structural pun, ambiguous syntax is not applied in Vietnamese advertisements meanwhile it is exploited to create pun by English advertisers, as in the following example:

"An iced coffee ***break without the break***.‖ (Maxwell house iced coffee) [Men's Journal]

PART C

CONCLUSION

1. Recapitulation

The aim of this thesis was to find out the similarities and differences in the types of pun used in English and Vietnamese advertisements in men‘s magazines.

The data used in the study are taken from some famous English and Vietnamese men‘s magazines. All the advertisements were investigated to identify which one containing pun. Then, 25 English advertisements and 25 Vietnamese advertisements were chosen randomly. These advertisements were then categorized into types and devices used in creating these types were investigated.

Puns used in English and Vietnamese advertisements are categorized based on a classification system synthesized from the classification of pun by some English and Vietnamese scholars. According to the system, puns are viewed as belonging to one of the three types: phonological, lexical and structural.

2. Major findings

The data analysis shows that there are similarities and differences in the types of pun used in English and Vietnamese advertisement in men‘s magazine. The similarity lies in the frequency of types of pun used. Phonological pun is the most common type appearing in English and Vietnamese advertisements meanwhile structural pun is the least common one. Rhyme and alliteration are both exploited to create phonological pun in English and Vietnamese in which rhyme is more preferable than alliteration. The differences lie in the frequency of devices used in creating three types of pun. As regard phonological pun, English advertisements exploit the phenomenon of rhyme meanwhile Vietnamese equivalents use alliteration as a main popular device. In respect to lexical pun, English advertisement make use of homonym and homophone which do not exist in Vietnamese equivalents meanwhile antonym and synonym are two devices

appearing in Vietnamese advertisements but not in English equivalents. As regard structural pun, Vietnamese advertisements make no use of ambiguous syntax while English advertisers still exploit the effect of this device.

3. Concluding remarks

It can be seen from the study that pun is used diversely in English and Vietnamese advertisements in men‘s magazines. The evidence is that various types of pun resulting from different linguistic devices are flexibly applied. There are similarities as well as differences in the types of pun used in English and Vietnamese advertisements. A remarkable thing is that English and Vietnamese advertisers are interested in using phonological features to create their advertisements. Advertisement with the harmony or litheness created from sounds‘ repetition make it more impressive and memorable, which could be an explanation for the occurrence of phonological pun in such many advertisements.

3. Limitation of the thesis

In dealing with pun in English and Vietnamese advertisements, there have been some issues that need more time and attempts to study. However, due to the limit of time and the scope of the study, this thesis could not cover.

This thesis has focused on the types of pun used in English and Vietnamese advertisements and could not have gone into further examinations of other aspects of pun such as functions of pun in advertising which is also an important issue.

The analysis of types of pun used in English and Vietnamese advertisements is basically based on my classification which is synthesized from the classification of some English and Vietnamese scholars. So, the study may not be the fully analysis of pun in advertisement.

In spite of personal efforts, the analysis is not clear here and there. With limited and personal ability, weaknesses are inevitable. I would be very grateful to those that

take interest in the topic and work. Any comment, advice, and adjustment are very valuable to make this paper more fulfilled, clearer, and more perfect.

4. Suggestion for further research

I would like to suggest some further researches on the following aspects:

- The use of pun viewed from pragmatic or cognitive perspective
- The impact of pun on advertising effectiveness seen from cognitive perspective
- The use of pun in advertising analyzed on other data sources

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Luận văn 24

APPENDICES

APPENDIX I: SAMPLES OF PUN IN ENGLISH ADVERTISEMENTS

A. SAMPLES OF PHONOLOGICAL PUN IN ENGLISH ADVERTISEMENTS

A.1. Phonological pun resulting from rhyme:

1. From fat to flat. (Belly off plan) [Men‘s Health]
2. All day strong. All day long. (Aleve drug brand) [Men‘s Health]
3. Even more stylish. Even more smiles per gallon. (Volvo Drive) [GQ]
4. Tower Power. (Hamburger - MH food series) [Men‘ Health]
5. It‘s time to ride a tide. (Latch sunglasses) [Men‘s Journal]
6. The fuel that cares for your car. (Venture * Miles Can- Capital One credit) [Men‘s Health]
7. More Pounce per ounce (Jaguar car) [Men‘s Health]
8. Gear of the year. (Ford F-150 Raptor) [GQ]

A.2. Phonological pun resulting from alliteration:

1. Beats the best. (Zespri – sungold kiwifruit) [GQ]
2. It‘s not just a deal, it‘s a Dell. (Dell) [GQ]
3. Tested. Tasty. Trusted. (Biogen Iso-whey) [GQ]
4. Don‘t dream it, drive it. (Jaguar car) [GQ]
5. Made to move. (Lucozade sport) [Men‘s Health]

B. SAMPLES OF LEXICAL PUN IN ENGLISH ADVERTISEMENTS

B.1. Lexical pun resulting from homonym:

1. Apple Macintosh. The computer for the rest of us. (Apple Macintosh) [Men‘s Journal]

2. When you decide to give her a ring, give us a ring. (Tiffany & Co Jewelry shop) [Men‘s Journal]

3. Christmas is a time to think of family ties. Buy ours. (J. Crew Chambray tie) [GQ]

B.2. Lexical pun resulting from homophone:

1. Everywear for everywhere (JC Penney clothes) [Men‘s Health]

2. The whey to a beach body. (Whey Protein blend) [Men‘s Health]

3. Police. Be younique. (Police watches and bracelets) [Men‘s Health]

B.3. Lexical pun resulting from polysemy:

1. Fit bodies need a tailored fit. (Montagio – custom tailoring) [Men‘s Health]

2. View life from any angle (Nikon D5000) [Men‘s Health]

3. Win a fortuner. Back your hero. (Toyota Fortuner) [Men‘s Health]

C. SAMPLES OF STRUCTURAL PUN IN ENGLISH ADVERTISEMENTS

C.1. Structural pun resulting from fixed-expression:

1. Breitling has built the chronograph par excellence. (Breitling Chronomat B01) [Men‘s Health]

2. Top of the pops. (Multivit vitamins) [Men‘s Health]

C.2. Structural pun resulting from ambiguous syntax:

1. An iced coffee break without the break (Maxwell house iced coffee) [Men‘s Journal]

APPENDIX II: SAMPLES OF PUN IN VIETNAMESE ADVERTISEMENTS

A. SAMPLES OF PHONOLOGICAL PUN IN VIETNAMESE ADVERTISEMENTS

A.1. Phonological pun resulting from rhyme:

1. Bay xa phải lo cho da. (Sữa rửa mặt) [Đàn ông]

2. Chân trời mới, tầm cao mới. (Hãng điện thoại mobiphone) [Đàn ông]

3. Sức mạnh từ âm thanh đẳng cấp. (JBLK2 S9800 – Dàn chơi hi-end) [Men & Life]

4. Cảm nhận phong cách mới của thế giới. (Heineken) [Men & Life]

5. Thịt ngọt rau tươi, người người đều thích. (Mì vua bếp) [Men & Life]

6. Mua hàng hiệu, trúng quà sành điệu (IN) [Đàn ông]

7. Hè vui sảng khoái, thoải mái cùng Ford. (Ford) [Men & Life]

8. Tròn một chữ tín, trọn một niềm tin. (Mbank) [Đàn ông]

9. Vị thế trung tâm, xứng tầm đẳng cấp. (Hado centrosa garden) [Thể thao, Văn hóa & Đàn ông]

10. Biểu tượng của giới thượng lưu. (Đồng hồ Rolex) [Đàn ông]

11. Người ta nói: Sống phải hợp thời

    Chúng tôi nói: Đã tuyệt vời thì thời nào cũng hợp

    (bia Carlsberg) [Men & Life]

12. Xịt lên da, muỗi bay xa. (Sản phẩm chống muỗi Remos) [Đàn ông]

13. Bắt kịp nhịp sống của bạn. (Điên thoại Nokia) [Đàn ông]

14. Bừng sáng không gian của bạn. (Hòa Phát) [Đàn ông]

15. Duy nhất đậu nành. Riêng dành cho bạn. (Vinasoy) [Men & life]

A.2. Phonological pun resulting from rhyme:

1. Tuyệt tác trí tuệ. (E-class) [Thể thao, Văn hóa & Đàn ông]

2. Cấu hình cực đã, giá cả cực sốc. (Máy tính Acer) [Đàn ông]

B. SAMPLES OF LEXICAL PUN IN VIETNAMESE ADVERTISEMENTS

B.1. Lexical pun resulting from polysemy:

1. Chất cùng phong cách. (Liberty 1253) [Đàn ông]

2. ―Chất‖ từ trong ra ngoài. (Honda Fury) [Men & Life]

3. Không bao giờ bó tay. (X-men) [Thể thao, Văn hóa & Đàn ông]

4. Chụp ảnh cùng âm thanh. (Sam sung Galaxy S4) [Men & Life]

5. Trái cây thật, sữa thật, ngon thật. (Vfresh Smoothie) [Men & Life]

B.2. Lexical pun resulting from antonym:

1. Hơi thở đương đại, giá trị cổ điển. (Christopher Guy- thương hiệu nội thất) [Men & Life]

B.3. Lexical pun resulting from synonym:

1. Càng nghe càng đắm, càng ngắm càng say. (Tivi Sam sung T20) [Men & Life]

C. SAMPLES OF STRUCTURAL PUN IN VIETNAMESE ADVERTISEMENTS

C.1. Structural pun resulting from fixed-expression:

1. Mình hạc sương mai. (Sam sung Galaxy A7) [Đàn ông]