

LINGUISTIC ANALYSIS AND THE USAGE OF PUNS IN ADVERTISING IN THE ENGLISH LANGUAGE

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Annotation

Pun becomes the most popular language strategy as a rhetorical device widely used for advertisers. Use of pun words felicitously makes the language not only advertising more funny, implicative, and bright, but also leaves a room for the audience to imagine and enjoy. The author summarizes the definitions, features, classifications and how the punning carries out successful communicative activities in English advertising on the basis of pun Sparber and Wilson Relevance Theory. Finally, the pragmatic functions of punning were completed. In this article, the wide application of puns (word game) in English, the agnostic attitude of many researchers to puns included in the list of "non-translated" phenomena dictates the need for a more complete study of the word game: the study of the informative structure of puns. their contextual characteristics are closely related and describe how to install the most suitable matches and possible ways of transferring this technique to other languages.

Keywords: linguistic, analysis, structure, research, attitude, structure, compliance, use, term. The word “pun” comes from a Latin word “paronomasia”, which means a humorous play on words. First, a word with two or more meanings, or two words with the same or similar sound are used in a pun. Second, there exists a literal meaning and an implied meaning in a pun. The pun has two main characteristics, namely ambiguity and the double context. The first feature of the pun is ambiguity. Leech (1983) has defined ambiguity as a kind language item which has two or more than two cognitive meanings. In spite of the fact that it is avoided in our daily communication as far as possible, the ambiguity is an effective way to attract the audience. A pun is a joke which is a “play on words” (a game using words). People make puns in order to make other people laugh. Many jokes are actually puns. A pun usually uses a word which can have more than one meaning, even if the spelling is different: Sometimes a pun may use a whole phrase that can be heard in more than one way, as in the following knock-knock joke: “Knock-knock!”, “Who’s there?”, “Dishwasher.”, “Dishwasher Who?”, “Dishwasher way I ushed to shpeak before I got my falsh teesh”. (The last sentence is supposed to mean: “This was the way I used to speak before I got my false teeth”). There is a joke about a man who sent ten different puns to friends in the hope that at least one of the puns would make them laugh. Unfortunately, no pun in ten did. (The joke here is on “no pun intended,” which is said when a person unintentionally says a pun by coincidence, and announces the find). There are many websites and books which have jokes, very often with puns. Puns are easier to make in

some languages than others. Languages with many homophones (words which sound the same but have a different meaning) such as the Chinese language are most suitable for puns.

In linguistics there is still no unified understanding of the essence of pun, which is reflected in the terminological diversity. It should be noted that not all linguists are unanimous both in determining the nature of wordplay and in using the term itself. This is evidenced by the use of different terms as synonymous designations: «wordplay», «pun» or «language play». In the English language «pun», «paronomasia», «a play on words» or «quibble» are identified. Most often used as interchangeable terms «play on words» and «pun», and the phenomenon itself is defined as «a means of artistic expression», which «is used in speech as a sharpness, a joke», its basis is the use of polysemy, homonymy or sound similarity of words. Humorous effects created by puns depend upon the ambiguities the words entail. These ambiguities arise mostly in homophones and homonyms. For instance, in the sentence, «A happy life depends on a liver,» the word liver can refer to the bodily organ, or simply a person who lives. Similarly, in the saying «Atheism is a non-prophet institution », the word «prophet» is used instead of «profit» to produce a humorous effect. As K. Fischer wrote, «Pun is an unfortunate game of words, because it plays with words not as words, but as consonance. The play of words goes from word harmony to word itself'. In addition, he suggests that puns are sharply distinguished from play of words.

The types of puns have introduced before, including homophonic pun, semantic pun, grammatical pun, and idiomatic pun. Now, each type will be analyzed in order to understand how these puns make the communicative activity succeed.

In English, each portion of the sentence has a grammatical role and in different contexts could have different meanings. Grammatical pun is a kind of pun which has grammatical uses. For instance, omitting some structures or some words has more than grammatical functions. Look at the following example.

Example 1: Coke refreshes you like no other can (An advertisement for Coca Cola).

In this advertisement, the ostensive stimulus is the word “can” because it has more than one grammatical function. This word catches customers’ eyes successfully because it is special. It is certain that the word “can” has different parts of speech. When the customers consider the word “can” as a noun, the explanation of this advertisement could be: Coke refreshes you like no other can of drink. While the customers consider it is a modal word, this sentence can give another interpretation: Coke refreshes you like no other drink can refresh you. Therefore, the customers could find that the Coca Cola’s coke is the coolest drink and other’s coke cannot compare to it. Thus, the pun makes this advertisement more attractive and believable. And it expresses much information for the customers. Although in this kind of pun, the audiences pay much processing efforts for handling the advertisement’s information, they feel it is worthy because understanding such a pun is also funny and achievable.

In English, pun is rarely translated by the term calambour. The term pun is usually used. There is a hypothesis that the term pun comes from the Italian word puntiglio. In translation from Italian puntiglio word means «exact utterance», play of words, and it is very probable that this word is a relative of modern English words punctilious -squeamish and punctual. However, no exact versions of the origin of the word pun are put forward. Besides, even in modern research there is no unambiguous definition of the term pun. Pun is defined as playing up the meanings of a word or phrase with two meanings, or of words with the same sound but different meanings. According to O.Yu. Konovalova, «pun» includes a variety of species and types. Among the well-known sources of puns are omophones and omographs (such puns in English are classified as homophonic puns and homographic puns). This phenomenon is also referred to as polyptonon.

For example, in the following joke, the meanings of homophone words are played, where both words sound similar, but have completely different meanings and spelling (verse – стихи, and worse -хуже (a comparative form of adjective bad), and words bad and bed):

- Did you hear about the sick poet who went from bed to verse? (Don Wagner)».

Here it is necessary to pay attention that in terms of homophonic puns and homographic puns the contradiction is observed, as «pun» in the majority of sources is defined as game by meanings within one invariable lexical unit and here this term enters into the category of game of word-paronyms, i.e. different on writing and sounding units though, without doubt, similar.

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