

修辞格：双关

Pun

宁波华茂外国语学校 薛洪波

Switch ON your mind!



Try our new coffee now!



Switch on your mind!



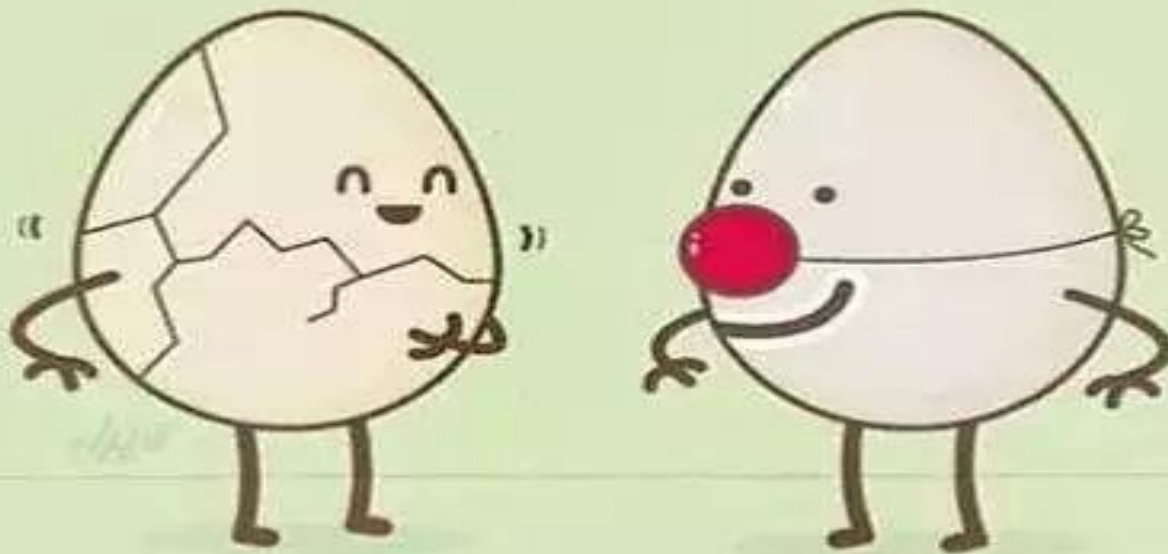
JUST IN CASE

I FEEL SO EMPTY
WHEN I DON'T SHOP



You're killing me!!!

LOL.. You crack me up!



Enjoy Chinese puns

要想皮肤好，早晚用大宝。（大宝广告）

太太口服，先生心服。（太太口服液广告）

牵挂你一生，爱戴你一世。（黄金首饰广告）

东边日出西边雨，道是无晴却有晴。

春蚕到死丝方尽，蜡炬成灰泪始干。

姓陶不见桃结果，姓李不见李花开，姓罗不见锣
鼓响，三个蠢材哪里来？（刘三姐）

Enjoy English examples

- * 1.---What's worst weather for mice?
- * ---When it rains **cats** and dogs.
- * 2.Farewell to **Arms**
- * 3.---Why is a river so rich?
- * ---Because it has two **banks**.
- * 4.---What is the answer you give the most?
- * ---**I don't know.**

Defination

双关pun

在英语中是一种修辞格，它是用一个词、一句话或一个语言片断同时关顾两种事物，表达双重意思：一个是表面的，一个是隐含的，并以隐含意思为主。有谐音双关和语义双关，可达到含蓄深沉，幽默讽刺等效果。

例如：

1. "Turn left?" "Right! "

2. He has nothing **right** in his left brain, and nothing **left** in his right brain.

3. I miss you, for I've **missed** you.

1. 谐音双关 Homophonic Pun

- * 1. More **sun** and **air** for your **son** and **heir**. (海滨浴场广告)
- * 2. Trust us. Over 5000 **ears** of experience. (助听器广告)
- * 3. **WEAR**-EVER introduces a new concept in glass oven **ware**: CLEANABILITY. (玻璃炉具广告)

Drill 1

- * 4. On Sunday they **pray** for you and on Monday they **prey** on you.
- * 5. Seven days without water make one **weak**.
- * 6. ---Yes, sir?
 --- What's wrong with the fish? It looks old.
Hello, old fish. Long time no **see**.
- 7. Make your every hello a real **good-bye** .

II. 语义双关 Homographic Pun

- * 1. A better stretch for the long **stretch**. (航空公司广告)
- * 2. **Spoil** yourself and not your figure. (Weight-Watcher冰淇淋广告)
- * 3. Try our sweet corn. You'll smile from **ear** to **ear**. (玉米广告)
- * 4. Lose ounces, save **pounds**. (减肥食品广告)
- * 5. You will go **nuts** for the nuts you get in Nux. (Nux 牌坚果广告)

Drill 2

- * 6.It's better to live **rich** than die **rich**.
- * 7.A **deal** with us means a good **deal** to you.
- * 8.We must **hang** together or we shall **hang** separately.---Benjamin Franklin
- * 9.The professor shouted, "Gentlemen, **order!**"
The entire class yelled, "Beer!"
- * 10.Ask for me tomorrow and you will find me a **grave** man.

III. 语法双关

- * 1.---Which lager can claim to be truly German?
---This can.
- * 2.Coke refreshes you like no other can.

Practice 1: Give more Chinese puns

- * 小鸭，小鸭，顶**呱呱**（小鸭洗衣机）
- * **爱**使万家乐（万家乐热水器）。
- * 金猴皮鞋，令**足下**生辉（金猴皮鞋）。
- * 你的健康是**天大**的事--天大药业（天大药业）。
- * 好面子洁面乳，只许**痘留** 5 天（好面子洁面乳）。
- * 聪明的妈妈会用**锌**（葡萄糖酸锌口服液）。
- * 做女人**挺**好。（美容广告）
- * 做女人**美**好(美容广告)。
- * 赶时间，谁不想有双**翅膀**？（麦当劳麦辣鸡翅）

汉语歇后语利用双关，往往有奇效。

外甥打灯笼---照舅。

孔夫子搬家---尽是书。

和尚打伞---无发无天。

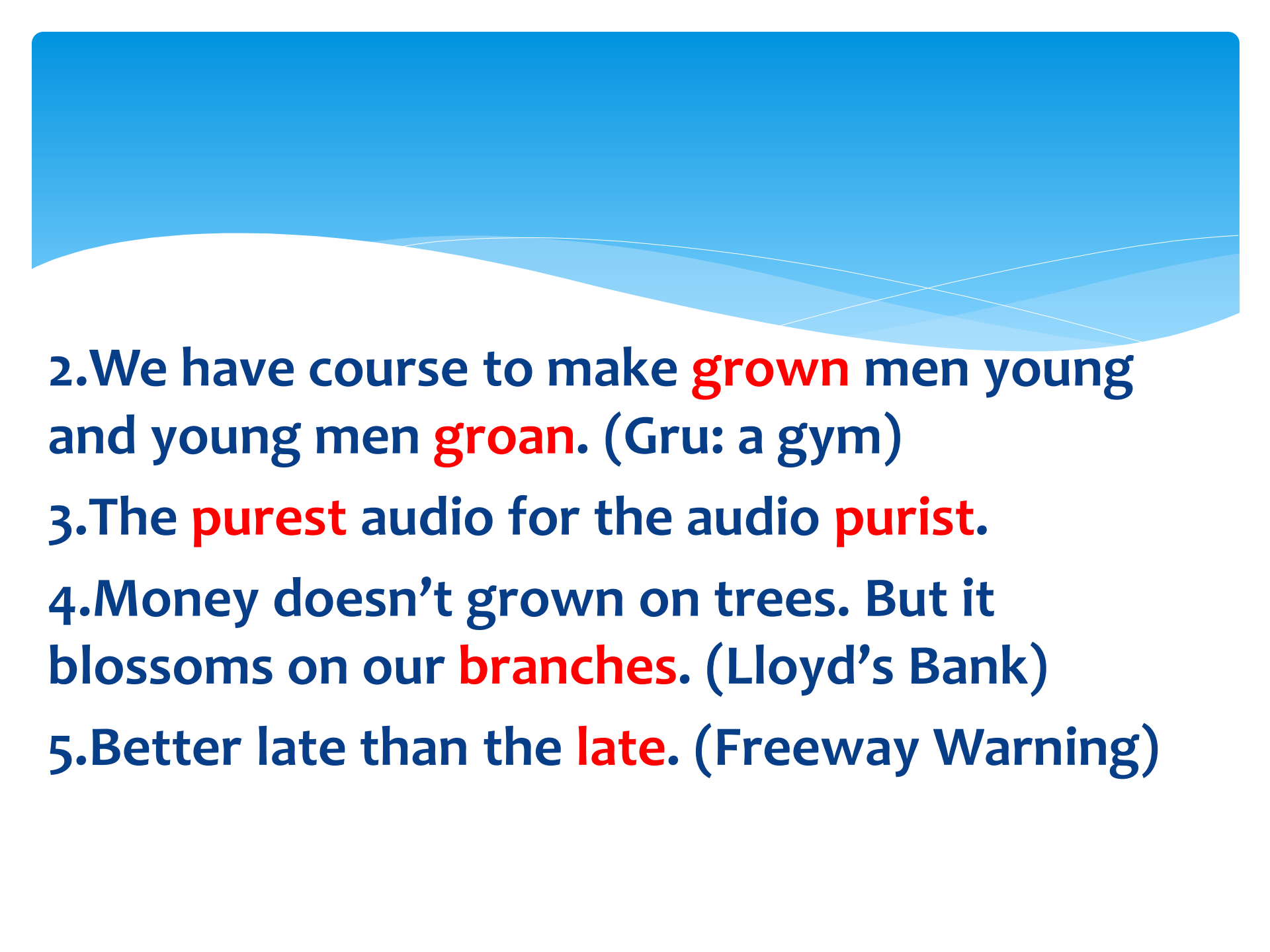
小葱拌豆腐---一青二白。

老虎拉车---谁敢？

老太太喝稀粥---无齿下流。

Practice 2: Enjoy more English puns:

- * 1.— Where is **Washington**?
- * — He's dead.
- * — I mean, the **capital** of the United States.
- * — They loaded it all to Europe.
- * 2.— Now do you promise to **support** the constitution?
- * — Me? How can I? I've got a wife and five children to **support**.

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2. We have course to make **grown** men young and young men **groan**. (Gru: a gym)
 3. The **purest** audio for the audio **purist**.
 4. Money doesn't grown on trees. But it blossoms on our **branches**. (Lloyd's Bank)
 5. Better late than the **late**. (Freeway Warning)

Practice 3 Enjoy a poem

为女民兵题照

毛泽东（1961年2月）

飒爽英姿五尺枪，
曙光初照演兵场。
中华儿女多奇志，
不爱红装爱武装。

许渊冲绝译

So **b**right and **b**rave, with rifles **f**ive **f**eet **l**ong,
At early dawn they shine on drilling **p**lace.
Most Chinese daughters have desire so **s**trong,
To **f**ace the **p**owder and not **p**owder the **f**ace.

Conclusion

双关使表达更加含蓄、幽默、智慧，赋予英语丰富的表达力。遗憾的是，英语的双关语很难翻译成汉语，这恰恰是给英语爱好者的福利。



Thanks for your attention
Any comments are welcome

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参考书目

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