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**毕业论文**

**Title** Analysis on the Characteristics of Main Rhetorical Devices in Advertising English

题目 广告英语中主要修辞手法的特点分析

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**Analysis on the Characteristics of Main Rhetorical Devices in Advertising English**

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**Abstract**

In the modern age, advertisement, as a means of communication, usually infiltrates into our daily life in various forms such as newspapers and magazines, radio and television, leaflets and posters, network and message. Its unique charm occupies a broad vision so as to promote market development. English advertising now has an increasingly critical role in the international arena. Being simple and easy to understand is the biggest feature of advertising language, because it conveys the most important information and keeps impressive at the same time. The most direct purpose of English advertising is to attract public eyes, to generate people’s interest, so that people are impressed and urged to purchase. Advertising English is frequently used with rich changes in rhetorics such as personification, metaphor, pun, parallelism, synaesthesia, rhyme, etc, which greatly improve the vividness of related products or services. The language and beauty showing outside are also quite interesting. Product description and rhythm, momentum, fun, synaesthesia are cleverly combined, and artistic effects are produced losing no appreciation. This paper aims to dig deep into the charm and artistic style of advertising English, and uncover the significant effect on consumers, advertisement designers, English learners, and products to increase the focus greatly. We mainly discusses the characteristics of rhetoric in three aspects of phonology, meaning and structure in English advertisement.

**Key Words: Advertising English; Rhetoric; Phonology; Vocabulary; Syntax**

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**摘要**

现当代，广告作为一种传播手段，通常以多种形式诸如报刊杂志、广播电视、传单海报、网络通讯等渗入我们的日常生活，并以其独特魅力占据广大视野，推动市场发展。英语广告在国际舞台上扮演着重要角色。简明易懂是广告语言的最大特点，传达最主要信息又充满表现力，最直接目的是吸引大众眼球，产生兴趣进而关注购买。广告英语中频繁使用变化丰富的修辞例如比喻、拟人、双关、排比、通感、押韵等，大大提高了产品或服务生动性，散发的语言和音律之美也颇具玩味。产品描述与节奏感、声势、趣味、通感的巧妙结合，产生的艺术效果不失观瞻。本篇论文主要探讨英语广告中修辞手法的运用在语音、词汇、语法三方面的特点。旨在深入了解广告英语的修辞魅力和艺术风格，从而揭露出广告英语中的修辞学习对于消费者、广告撰写者、英语学习者及广告产品本身的巨大影响，提高大众对英语广告的关注。

**关键词：广告英语；修辞；语音；词汇；语法**

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# Introduction

Along with the rapid pace of economic, the competition of sales market among all enterprises becomes increasingly violent. To win more market share and target a world-wide range of consumer groups, many companies see tremendous profit-lifting potential in advertising English.

As a special member in advertisement family, advertising English is best known for its art traits containing diverse flexible strategies in linguistics.

Advertisements tend to be rather concise, and give more expression to abundant meanings. Similar to attractive store displays, English advertisements plays a vital role in product promotion events and stirring up consumers’ desire for purchasing.

Advertising English, due to its commercial nature, has been widely varying from general English. Advertisement language, in which various rhetorical skills are used, has gradually developed into a special style in words and sentence structure. It’s so much excellent in making an advertisement original, lively and dramatic. The use of rhetoric in advertisements will always be a plus for giving people a sense of joy, and customers naturally accept the message merchants sent in delight. Accordingly, advertisements achieve the final goal of selling products or services.

Therefore, the aim of this thesis is to dig the unique charm and artistic style of advertising English in deep, and uncover its significant effect on consumers, advertisement designers, English learners, and product itself to increase the focus greatly.

# 1. Value of Advertisements

In the purpose of producing some effects in attention, memory, readability, persuasion and action, appropriate rhetoric should be adopted to yield twice the outcome with half the effort. An integrated favorable image of the goods can be shaped by good rhetoric used in advertisements and a sense of intimacy and trust are generated. “Rhetoric helps enhance artistry and suits well in almost all contexts”( Leech 1996).

Based on some typical case studies, this paper would mainly focus on phonology, vocabulary and syntax to generalize the rhetorical devices in advertising English.

# 2. Basic Rhetoric Devices in Advertising English

Advertisers or ad sellers know when launching an advertising campaign in the marketing, artistic creation in advertisements means a lot. Vocabulary studied and structures noted make an advertisement stand the trail in sharp business environment. Seemly rhetoric connects the products with potential buyers chemically.

The essential rhetoric devices are mainly divided into three parts: phonology rhetoric, vocabulary rhetoric, and syntax rhetoric.

## 2.1 Phonology Rhetoric

### 2.1.1 Jingle

Jingle is a short tune used in advertising, generally comprising a repetition, in two or more words, of similar sounds, most often in the final syllables of lines.

Advertising English uses rhetoric skills of alliteration and rear-rhyme to present subtle flavor with real or virtual musical rhythm. In this way, advertisement become pleasant to hear and also serves as a powerful mnemonic device.

### 2.1.2 Onomatopoeia

The notion of onomatopoeia comes from life, it refers to the use of those words sounds unique, supposedly echo. It imitates sounds made by an object (animate or inanimate), which is often associated with or suggestive of some action or movement.

“The function of onomatopoeia could not be overlooked, for the reason that it can manifest the features of the products vividly through sounds”(黄国文2001). Products with special sound effects, such as beer and watch, often use onomatopoeia to design some truly interesting advertisements equal to realities.

## 2.2 Vocabulary Rhetoric

### 2.2.1 Figure of Speech

As one of the most frequent rhetoric devices in advertising English, figure of speech helps make expressions more vivid and visual, it often employs words or phrases with literal and specialized meaning inventively. “The application of figure of speech can reinforce the language’s aesthetic feelings”(胡曙中2013), and brings consumers a rich room of imagination space for the products.

According to rough estimates, simile, metaphor, metonymy and synecdoche are four major kinds of figure of speech.

### 2.2.2 Hyperbole

As a form of speech, hyperbole depicts something much bigger, smaller, better, worse or any than it actually is, to create emphasis or effect. The statements or claims cannot to be taken literally. It is also frequently encountered in advertising English when strengthening the merits of products. For instance :

⑴ Winston—The Great American Cigarette.（刘晔 2010）

“Great” cigarette is a bit exaggerated. People tend to be amazed when seeing a word like this. That’s exactly what the advertisement wants to achieve--a surprise move.

⑵ We have hidden a garden full of vegetables where you’d never expect in a pie.

It seems ridiculous to say a garden full of vegetables is hided in a small pie, certainly impossible. The implication that we should dig out is: with a variety of vegetables put inside, the small pie can be both delicious and nutritious.

### 2.2.3 Pun

Pun, means using a word or phrase which has two meanings in an amusing way, or the word which spells and sounds the same as another or its origin, but is different in meanings, we call it homonym. An intended humorous effect is created when exploiting multiple meanings of words.

As a form of word play, pun is implicit, fascinating and highly refined. In advertising English, pun plays a prominent role. “It’s a magic weapon”(Tanaka & Keiko 1992). Advertisers often make it illustrated to catch audience’s eyes and promote sales.

2.3 Syntax rhetoric

# 3. The Comprehensive Use of Rhetorical Devices in Advertising English

English is an international language with strong vitality and rich connotation, and these two attributes are apparent especially in advertising English, making one feel impressive.

Sometimes, in order to attain remarkable effect, designers will often apply two or more kinds of rhetoric with ingenious and fine concept, into only one advertisement. For example (王燕希 2011) :

Two sentences of “manage+object” connected by “and” can be seen as a parallel construction. This kind of symmetry makes the points stand out; Then, “manage” is repeated, while “business, stocks, bonds” embody the rhyme; Lastly, anti-climax, a situation that begins a sentence with a much better way but gradually states one’s thoughts in a descending order of significance or intensity, is used to create a hard transition. Seemingly, it’s quite funny, how can “business, stocks” and “hair” be mentioned in the same breath? But wait, on second thought. It’s humorous and reasonable to say that a man who has a tight management of his business and stocks should manage his hair well, too.

# 4. Conclusion

Inevitably, advertising English needs rhetoric which endows advertisement with unique beauty of language. Signs show that successful and well-received advertisement is bound to keep a close connection with rhetoric.

Famous British linguist Leech thought that the advertising English context consists of four elements: products, media, audience and aims. As a special language, advertising English has persuasive function to promote sales and then economic development. No doubt, it has already penetrated into every corner of the world.

There are four important aspects we can’t lose sight of:

For products, more vivid and acceptable expressions make it easier for domestic products to step on international stage. To put it simply, “a successful advertisement is a passport to enter international markets.”(Gillian Dyer 1982)

For customers, the basic perception of advertisements will be gained by learning more about rhetoric in advertising English, not only literally, but also from an artistic point of view.

For advertisement designers, designing more classical masterpiece still have a plenty of room for improvement. Using various kinds of rhetoric flexibly to maximize the benefits is the direction of long-term effort.

For English learners, rhetoric in advertising English also acquires great knowledge to explore. The charm of English and artistry of advertisements enrich both academic and admiration values.

With all things considered, a successful advertisement should match ingenious rhetoric well, proper application of rhetoric can add some color to the advertising English as well.

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