

The Applications and Translations of *Pun* in English Advertising

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Abstract: *Advertisement makes use of the simplest language to express the most complex meanings, meanwhile, the language charm in advertisement is fully displayed. Pun, as a kind of rhetoric, is commonly used in advertising, which can make the language implicative, humorous, lively, and witty, and highlight the characteristics of advertisement. This paper elaborates the application in English advertising in the aspects of homophonic, homographic, statement and grammatical pun. What's more, the translation skills in English advertising are explored based on the four translation methods, including literal translation, table-law respectively, sets translation and compensation translation.*

Key words: *English advertising, pun, translation approaches*

1. Introduction

With the high-speed development of commercial trade and economic globalization, international commodity circulation has become increasingly frequent, the producers in each country are scrambling to sell their products and compete in the world market. On the battlefield without smoke of gunpowder, advertising is undoubtedly the most favorable business weapon for merchants. In the background of internationalization, advertising has turned from the past simply “publicize widely” into an integrated way of propaganda which is a combination of marketing, communication, linguistics, sociology, heart, aesthetics and so on. But, finally, the ultimate goal of advertising is to sell goods. In order to achieve this goal, advertisers will use various means of communication, such as enhancing the effect of vision and audition to strengthen propaganda and improve product image. Therefore, as a kind of language to appeal people, advertising is one vital key to success. A great number of advertising terms, can not only cause the attention and interests of consumers and stimulate consumers’ desire to purchase, but also give them a memorable sense of enjoyment. That is to say, the language is the backbone and soul of advertising.

As a means of communication, the characteristics of advertisements are concise, vivid; abound with emotion, colorful and contagious. The advertising term is a kind of language which is refined, implicative, expressive and inspired. To be effective, the people who engage in advertising creation have invested a lot of time on words selection, syntax structure and rhetoric method. In many methods and skills, the application of pun is an undoubtedly finishing touch. Pun, which makes words and sentences in a particular context, has dual meaning. It is difficult in

translation of the pun due to the structure and the expression. Therefore, the translation of English advertising should be based on the advertising contents and characteristics. It is necessary to take into account the original language style and different cultures, different contexts expression, but also try to convey the original information.

2 Advertising

There is an old saying “good wine needs no bush”. But now, with more and more competitive market, “good wine also needs bush”. We know the third-rate enterprises make products, the second-rate enterprises establish brand, and the first-class enterprises publicize culture. Enterprises only with quality products and service are not enough, good advertisements are very important. Only with its own brand and culture, can make the enterprise still stand in commercial field.

2.1 Definition of Advertising

Advertising is a form of communication used to encourage or persuade an audience to continue or take some new action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offer.

The word, advertising, came from Latin “advertere”, which means attention, induction and spread. In the Middle English period, it changed into “advertise”, means making someone notice something, or informing somebody of something in order to attract others’ attention. Until 17 century, a large scale of commercial activities began to develop in Britain. At that time, “advertisement”, did not refer to an advertisement, but referred to a series of advertising campaign. Later, the word “advertise” had a modern meaning and turned into “Advertising”.

2.2 Functions of Advertising

The function of advertising points to the basic advertising effectiveness that the role and influence of the object and social environment by advertising content they spread. The core of studying the function of advertisement is actually studying what goal advertisements can achieve.

First, advertising plays a role in promoting social and economic development and promoting the progress of material civilization. Along with the development of human economic activities, advertising has generated and constantly updated.

In modern society, the level of advertising development is one of the important marks to measure the development level of a country or region economy. At present, China’s national income and social retail sales rise at a speed of about 10% each year, at the same time, advertising turnover is growing at around 30%. It not only shows that Chinese market economy

is booming, and but also suggests that the advertising industry has been increasingly important in Chinese economic development.

Second, advertising plays a role in enhancing the enterprises' competitive power and raising enterprises' economic benefits.

Western advertising has a maxim, "to sell products without advertising, as if to make eyes at a man or woman in the night." In the process of production and operation, the core and purpose of enterprises is the economic benefit for itself. The enterprise competition is the market competition; the power of enterprise can be transferred according to market share. The important role of advertising can be expressed in the following aspects:

(1) Advertising is an important source of the enterprise transmitting and receiving market information;

(2) Advertising is one of the important methods of sales promotion;

(3) Advertising is to promote the enterprise competition and improve the enterprise internal management;

(4) Advertising is one of the crucial approaches to improve the enterprise brand popularity;

(5) Advertising can reduce business costs.

Third, advertising plays a role in guiding consumption trend.

Advertising has a guided effect on consumers' consumption idea, consumer psychology and consumer behavior.

(1) Advertising is one of the important sources to consumers to get commodity information;

(2) Advertising can induce consumption attitude and consumption behavior;

(3) Advertising is an important component of consumers' decision-making.

At last, advertising also plays a role in improving social civilization progress.

(1) Advertising can beautify social environment;

(2) Advertising can richen people's cultural life;

(3) Advertising can promote social spiritual civilization progress.

3 Applications of Pun in English Advertising

3.1 Definition of Pun

The pun, also called paronomasia, is a form of word play which suggests two or more meanings, by exploiting multiple meanings of words, or of similar-sounding words, for an intended humorous or rhetorical effect. Pun, which makes words and sentences in a particular context, has dual meaning.

3.2 Classifications of Pun in English Advertising

A pun makes use of homophonic ambiguity or fuzzy phenomena, It can be a word, a phrase, a sentence or a paragraph with double meaning. A pun can make advertising language concise

and humorous, implicative and beautiful, moving and intriguing. According to the different characteristics of the pun, five categories can be divided into as follows:

3.2.1 Homophonic Pun

Homophonic Pun is a kind of pun with similar spelling, same or similar pronunciation but different words to take place of the original expressions. Advertisers are willing to use homophonic pun producers, because this kind of funny and nifty pun can increase the persuasion and appeal of advertisings and leave a deep impression on consumers.

(1) Trust us. Over 5000 ears of experience.

相信我们吧。历经 5000 多只耳朵的检验，有着 5000 多年的经验。

This is advertising for hearing aid. From the text, we can draw a conclusion that the product has been tested by many consumers, meanwhile, the homophonic word ears—years, fully suggests that the product has a long history and is of excellent quality.

(2) WEAR-EVER introduces a new concept in glass oven ware: CLEANABILITY.

“恒久”玻璃炉具带给你一个全新的概念：洁净。

Here the manufacturers promote their products by making use of polysemy of the trademark “WEAR-EVER”. For one thing, WEAR-EVER is its brand name, for another thing, this brand has further implication: WEAR-EVER is similar to WEAR forever, showing the product is firm and heavy-duty. In addition, it is also similar to “wherever” which implies the product is very popular at any place. The advertising promotes its products in the multiple aspects. It can arouse the customer’s desire to buy and has strong effect of persuasion.

Many advertisements will pay more attention to the brand. The pun in brand can not only increase the interest of advertising and sense of humor, more importantly, it can attract people’s attention, which is easy to remember and strengthen publicity efforts to achieve the purpose of advertising.

3.2.2 Homographic Pun

The homographic pun takes advantage of the polysemy characteristic of words to make words or sentences in the particular circumstances, literally only a word, but in fact it has two different meanings. In other words, it means speaking this but intending that. Such expressions are implicative, tactful and interesting, they can stimulate the curiosity of consumers, enhance the effect of linguistic expression, and trigger the consumers’ creative thinking, finally generate purchasing desire in the process of thinking deepening the impression of advertisings. The homographic pun and homophonic pun have similar effects, so it is also widely used in English advertising.

(1) Money doesn’t grow on trees, but it blossoms on our branches.

钱不能长在树上，在我们“行”就能。

This is the famous outdoor billboard of British Lloyd Bank. The word “branches” have a double meaning: its surface meaning is a division of a stem, or secondary stem arising from the main stem of a plant, corresponding with the front word “trees”, and its deep meaning is a division of some larger or more complex organization. Here it refers to each branch of Lloyd Bank. So the true meaning of the advertising: If the customer deposits money into Lloyd Bank, their money will continue to increase. This advertisement uses homonymy ingeniously, the idea “branches” is unique and its effect is very good.

(2) Spoil yourself and not your figure.

尽情享受，不增体重。

This is advertising for ice cream, named Weight-Watcher, and this kind of ice cream is designed for dieters. Pun exists not only in commodity trade names; the word “spoil” is also a pun. “Spoil oneself” means “enjoy oneself”; but “spoil one’s figure” means “make someone become fat”. This advertisement makes the dieters accept the advertising in the tone of humor and relax through the pun, and make customers produce purchasing desire.

3.2.3 Statement Pun

Statement pun is a kind of pun that forms on the basic of the subtle changing and replacement of English proverbs, old saying, commonly used expression patterns and so on. Such pun reflects the strong language art, and makes use of the people’s knowledge about language culture as well as their familiarity with the classic statements, to make advertisements well-known.

(1) Thirst come, thirst served.

口渴——解渴。

This is advertising for a kind of beverage. It is from an old saying “first come, first serve.”(先到先招待) In this advertisement, the “thirst” has taken the place of “first”, not only the pronunciation is similar, making the person feel smooth and natural, but also the word “thirst” can give customers an impression that this kind of drinks will immediately terminate thirst for you. So, this advertising shows an irresistible attraction and powerful charm.

(2) No business too small, No problem too big.

没有不做的小生意，没有解决不了的大问题。

This is an advertising of IBM. From an old saying “No pains, No gains.”(不劳不获) The advertising maker modifies it skillfully into “No business too small, No problem too big”. It demonstrates the hard dedicated work style of IBM, and embodies its management idea that the customer is supreme. “No business too small” also implies products of IBM are of high quality so that there is no unsolvable problem with advanced technology.

3.2.4 Grammatical Pun

Grammatical pun refers to that a word or phrase with two or more grammatical functions generates pun because of the grammatical relations, such as elliptical structure, or some words caused by different parts of speech. These puns are humorous wit, abounding with text interest,

can make the consumer think deeply and print the advertisement on his/her memory for a long time.

(1) Less bread. No jam.

在伦敦乘地铁，省钱、不堵车。

This is advertising in London subway, at first glance people may think of food, because the bread and jam is inseparable in British people's daily life, but here the word "bread" and "jam" are both pun. Bread has another meaning in the oral English, which is money, and jam can also refer to traffic jam. The intact elliptical sentence is less money, no traffic jam. People are convinced by the advertiser's creativity. The excellent advertising not only attract the eyeballs but also is unforgettable.

(2) Coke refreshes you like no other can.

没有什么能像可乐那样令您神清气爽。

This is an advertisement for Coke. Its Chinese version is "没有什么能像可乐那样令您神清气爽". But the effect of pun in English expression has not been reflected. The word "can" in this sentence has two kinds of parts of speech, which is both verb and noun. So it has two different meanings. As a modal verb, its function is equal to the word "could or may", and the exact expression is "Coke refreshes you like no other can refresh you". Meanwhile, as a noun, it can be replaced by "tin or drink". This advertisement is humorous and witty. The more important thing is that the text is unforgettable, just as the Coca Cola leads people to endless aftertastes.

From the communication point of view, advertising style is a high commercial value style about information transmission. To advertisers, the sign system of advertising language bears the surface information, at the same time, and also carries the form of information about implied semantic. It will produce successful advertising effectiveness only if the accepted information and all information are approximate the equivalent.

From the view of linguistics, the limitation of language (a language sign system of forming language) can transfer into a unique style of unlimitation language. Advertising language belongs to "loaded language", has a strong persuasive power. Due to the above, all kinds of characteristics of advertising language have a special feature of its own. Rhetoric can make readers have a deep impression of propaganda material. Imagination is the background and bridge of consumers' mental activity, so rhetoric can rise to the effect of borrowing meaning or pointing this but intending that; the rhetoric can also realize the infinite style of language.

4 Common Approaches to English Advertising Translation

As a kind of cross-cultural communication and international economic communication product, advertising has become a necessary part in people's daily life. It makes our life become more and more convenient. Due to more translators' attention, advertising translation has become a new worth field of study. As is known to all, in the eastern culture and western culture,

different words have different meanings. So the cultural differences between English and Chinese will bring some difficulties in the translation of English advertising, at the same time, both Chinese advertisements and English advertisements have their own features in the aspects of vocabulary, syntax and so on, which can attract readers through some rhetoric methods. Therefore, the local psychological factors and the way of expression of target language should be taken into consideration to keep the translations and the original advertisements equivalent in meaning.

The translation of English advertising is different from other translation. Because the purpose of advertising conveys information to people, most importantly attracts people to pay attention to the commodity and makes customers trust you and your products in the advertisement in order to reach the transaction. Therefore, the advertising translation not only need to keep the original value, but also lie in whether the translation can achieve the expected function and effect in the language environment and cultural environment of target language. Like the advertisement of “OLAY”, “Love the skin you are in.” If we just translate literally “爱上你的皮肤”, which is lack of novelty of source language, in addition, the function and effect of “OLAY” is insufficient. If the Chinese version is “惊喜从肌肤开始”, the excellent function of skin care product is obvious to all. Therefore, the faithfulness and its effect of the target language in the context should be taken into conversion in advertising translation so as to reach a win-win result.

4.1 Overview of Skopos Theories

In the 1970s, the appearance of Skopos Theories broke the traditional translation concept, making the translation standards become diversified and more flexible. The Skopos Theory is the most important theory in functional translation theory. It was the first time to put forward by Vemeer, a German scholar. Vemeer held the idea that the highest law of translation should be “skopos rule”. That is to say, translation methods are determined by translation purpose. Later, Nord put forward the concept “function + loyalty”, enriching the functional Skopos Theory. Nord put loyalty principle into function doctrine mode, in order to solve the problem of translation radicalism. So her functionism is based on two cornerstones of: function and loyalty. To achieve the expected function, it is necessary to make some changes, including rewriting even cutting; Loyalty refers to the interpersonal relationship among the translator, the original author, the translation receiver and the sponsors. Functional translation theories creatively presented the Skopos Theory, breaking through the restriction of Functional Equivalence, fixing the traditional standard about “faithfulness”, expanding the range of translatability, and increasing the translation strategy. It is requested translation activities should be based on the translation purpose.

4.1.1 The generation and development of Skopos Theories

In the 1970s, Functionalist Translation Theory sprung up in Germany. Its development underwent the following several stages:

The first stage: Katharina Reiss firstly and successfully introduced translation criticism into the functional categories. Language function, text type and translation strategy were combined. And it developed the translation criticism mode according to the source text and the functional relation of translation, thus put forward the rudiment of Functionalist Translation Theory. Reiss thought the ideal translation should be comprehensive communicational translation, meanwhile, the language form and communication function should be equivalent to the original text, but in practice, people should consider functional features of version in the first place.

The second stage: With the Skopos Theory put forward by Vermeer, translation study had been free from the concept that original text was center. The theory insists that translation is a kind of action on the basis of the original text with purposes and results, and this behavior should be completed after consultation; Translation must follow a series of law, including the first Skopos Theory. That is to say, translation depends on the purpose. In addition, translation must follow the intratextual coherence rule and intertextual coherence rule. The former shows the translation must be internal coherence. It seems to be understandable to the receiver of translation; the latter indicates the translation and the source language should also keep coherent. After three principles were put forward, the evaluation standards of translation have been no longer equivalence theory, but the adequacy of the expected target version.

The third stage: Under the reference communication and behavioral theory, Justa Holz-Manttari points out that translation behavior theory and further develops Functionalist Translation Theory droved by purposes of translation. It is an interaction between people guided by translation results. The theory has quite a lot in common with the Skopos Theory, so later Vermeer combined the both.

The fourth stage: Christiane Nord made a comprehensive summary and perfected functionalist translation theory. Nord first introduced the internal and external factors which are needed to consider in English text analysis of translation with English system, and how to develop the translation strategies with the purpose of translation on the basis of original function. Nord reviewed the different theories, and then put forward the principle that translator should follow the rule “function and loyalty”, thereby improved this theory.

4.1.2 Rules of Skopos Theories

The Skopos Theory views that all the translation activities should abide by the essential principle—skopos rule, namely translation should be effective by the way of receiver expecting in the situation and the culture of translators. The purpose of translation actions decides the entire translation process, which is the result-decided method. But the translation activities can have multiple purposes, these goals are further divided into three types:

- (1) the translator’s basic purpose (such as, to make a living);
- (2) the communication purpose (such as, to enlighten readers);

(3) the achievement purpose (such as, to illustrate the special grammatical structure of a language with the Literal Translation).

But, usually, “purpose” refers to the aim of communication. Therefore, the translator should clear its special purpose in a given context, and in accordance with this purpose to determine the type of translation methods.

4.2 Common Approaches to Advertising Translation

Advertising is a kind of public activities to widely inform the public something and to arouse public’s attention to something. The functions of advertising are to provide information, attract customers, keep demand, expand the market necessary and ensure quality. Therefore, we can think the persuasion function and the information function are the main functions of advertising. The enterprises can convey the information or service of products to consumers through the advertising, so as to make the customers know where they can buy and achieve the purpose of communication between producers and purchasers. We can create demand and promote consumption by advertising, namely some people who are not going to purchase a product may change their idea after receiving the advertising stimulation and having a new recognition to the characteristics of product, finally promoting the consumption.

The real purpose of advertising is not just to provide information, but to realize persuasion function through providing information. The final purpose of advertising is to evoke the audience to purchase. In the end, whether the customers want to buy and or not are decided by their hearts, thus effect of advertising to the audiences is the key to success. We can say, the essence of the advertising translation is to achieve the expected purpose and function as center, regard the readers as the audiences and use the language and culture as the guide. It is cross-cultural communication activities that translators adopt flexible translating strategies to reappear the persuasion function of source language advertising in the cultural environment of target language, under the premise of delivering its information.

Both Chinese and English belong to different language families. There are some common elements, but it is hard to reach the equivalent on form. So in the process of English advertising translation, the translator should develop the advantages of giving some insights into two kinds of language and culture. On the basis of fully understanding the original advertisement, considering the factors of audience language, culture, psychology and so on, with the purpose to realize expected function of advertising, translators should develop their creativity and comply with the characteristics of Chinese advertisements, take reasonable measures to adjust the structure and content of the original texts, and make it more be in line with the characteristics of Chinese advertisements, and more effective to stimulate the audience purchasing desire. What is more, translators should pay attention to avoid the cultural taboo of target language. In general, the translation methods commonly used have literal translation, table-law respectively, sets translation and compensation translation in English advertising translation.

4.2.1 Literal Translation

It is a method which English advertising can be directly and literally translated into Chinese. It keeps the image of the source language meaning, and reveals the cultural implication of the language according to the meaning of the source language. This method is suitable for some trademarks with common vocabularies. Most of the meanings imply beauty, elegance and luxuriance. All the translation can convey the original meaning well just as their original text.

Some puns in English advertising are corresponding with the puns in Chinese translation, which can be translated directly into Chinese puns. But to cause the reader's attention, the translator had better mark the puns with quotation marks.

(1) Every kid should have an "Apple" after school.

This is advertising for Apple Computer. It is coincidentally that "Apple" brand is also "apple" after translated into Chinese, so we can translate this advertising directly as "每个孩子放学后都应该有一个‘苹果’". Readers will understand the double meanings of "apple". One is a kind of fruit; the other is the product of Apple Company.

If the same words appear more than once in advertisement, we can also take literal translation to express the literal meaning and implicit meaning of the pun. This kind of translation contains both the form and content of advertising. It is the most perfect method in English advertising.

(2) From sharp minds, come Sharp products.

This is an advertisement for "Sharp". The first "sharp" that describes mind in the text, it means "quite smart"; and the second one not only mentions the "Sharp" brand, but also conveys the characteristic of its product. The word "sharp" gives people an impression of supremacy. The Chinese translation is "绝顶智慧造就尖端夏普".

4.2.2 Table-law respectively

Just as the name suggests, it is a method which makes the translation divided into two parts, and expresses its literal and implied meaning respectively, because the fit pun cannot be found in the target language, so we only can make the two meanings of pun and translate into two independent words or sentences. We should note that this translation method retains the double meanings of puns, the witty charm, but the interesting of double meaning and concise structure of the original text will be reduced to some extent. Therefore, we usually do not use this approach unless it is necessary.

(1) I'm More satisfied. Ask for More.

It's an advertisement for cigarette. They widely use the double meaning of "more". As an adverb, it means better, it also modifies the past participle "satisfied"; after capitalized, it turns into a brand name. The two advertisements make it easy for people to remember the brand of goods, and make a deep impression that this product is superior to the similar products, can make

consumers more satisfied. The Chinese version is “摩尔香烟，我更满意；再来一支，还吸摩尔”。The meaning of pun is split into two parts, respectively stated, and the four-word structure is not only neat and orderly, but also readable.

(2) The Unique Spirit of Canada: We bottled it.

Right to the finish, its Canadian spirit stands out from the ordinary. What keeps the favor coming: Super lightness, Super taste. If that's where you'd like to head, set your course for Lord Calvert Canadian.

In this advertising for Canada wine, spirit is a finishing touch. It can refer to strong drink, and another meaning is mind or morale. So, the first sentence we can translate it into the special national spirit of Canadian. As a verb, the “bottle” here means makes something into bottle. It is very common in alcohol advertisings, but we should understand its further implication that this kind of wine has made the special national spirit of Canadian into bottle. But if we translate it directly, namely “我们把别具风格的加拿大酒装进瓶子里”, it is too literal and inelegant. In order to retain its double meaning, we can take the double semantic meanings apart, and translate as “别具风味的加拿大酒，独一无二的加拿大精神”.

4.2.3 Sets Translation

Some puns in advertising are based on a certain cultural background. Because of cultural exchanges between Chinese and English language and the propagation of English language and culture to Chinese language, it has gradually formed some fixed mode or expression way. Sets Translation makes use of the intrinsic mode to translate English advertising. The advantage of sets translation is that it can deliver most cultural connotation of original text, and the language is simple and concise. But due to the great differences between Chinese culture and English one, the true implication of a pun can not be displayed fully.

(1) Better late than the late.

This is an advertising slogan to mention which drivers drive carefully and keep a way for safety. It comes from English idioms “Better late than never”, means “Coming late is better than not appearing.” This advertising not only cited the structure of the idiom, and uses the double meaning of the word “late” tactfully. Except for the literal meaning, “late” also can refer to “the dead”, means lose one's life. Therefore, its Chinese translation is “迟到总比丧命好”. The application of pun makes this advertisement give a strong shock to readers. It plays a very important role in warning all drivers to take care of safety.

(2) All is well that ends well.

In fact, this advertising is an English idiom, which means “If the ends well, everything will be good.” But when advertiser puts it into tobacco advertising, “ends” has a double meaning: as a verb, means finish; as a noun, means “cigarette end”. This sentence can apply to idiom translation mode, translated into Chinese “烟蒂好，烟就好”.

4.2.4 Compensation Translation

When translating one meaning of a pun into the other which can't be expressed entirely, then we should take some measures to compensate. To advertising, the most commonly used means is to compensate through media, such as through television, radio, newspapers, magazines or graphic design to achieve its purpose.

At this time, the translator should not get bogged down in the language form, follow the functional equivalence rule but not the formal equivalence principle. We should use different strategies to communicate that information of translation directly. For example, if the content is important, we can translate by way of changing figures of speech, emphasizing tone, or increasing footnotes to compensate; if the content or figure of speech has no significance to the original thought and plot development, it needn't to be translated, and only do simple instructions to let people who do not understand the original text realize the beauty of original rhetoric.

(1) CUTTY SARK; SCOTS WHISKY.

Some people wear trendy clothes to attract attention. Others drive flashy cars. A glass of Cutty Sark won't turn any heads. But if you insist on creating a stir, you can always ask the bartender for one of them.

Scots Whisky

Uncommonly Smooth

This is whisky advertising, the advertising producer takes advantage of three ambiguous phrases: "turn one's head" has a meaning of "make someone dazed," and also can be understood as "this kind of alcohol would not go above"; "Create a stir" means "make a splash", and also means "attract others' attention and enjoy themselves"; "Smooth" refers to "(wine) gentle" and "safety, peace, and harmony", also has a meaning of "sweet and attractive". The use of ambiguity in advertising left a profound impression to people: this wine can bring people a beautiful feeling. The translation adopts compensation method: 顺风苏格兰威士忌,有些人穿着艳丽时装引人注目,有些人驾着漂亮新车惹人羡慕。顺风酒绝不上头,不会让你飘飘然。但君想尽显风流,还是顺风酒。苏格兰威士忌,非凡的享受。

(2) OIC

Oh, I see!

This is another advertising of classic glasses, three concise capital letters' shape looks like a pair of glasses, and its pronunciation is same as "Oh, I see." This advertising uses visual effect to attract public attention, in addition, and uses hearing language make customers who are poor-eyed feel comfortable. Choosing this kind of glasses, they needn't worry about the poor eyesight any more. However, this advertising translation is difficult in giving dual attention to the vision and hearing. We only translate it by sense of hearing "哦,我看到了!" The visual

effect can only appear through advertising media, such as video; graphics to make up for the information which cannot be transmitted.

It should be noted that the translation method has some shortness, but sometimes compensating measures can also achieve unexpected effect through the newspapers, magazines, radio, television and so on.

5 Conclusion

In general, when creating advertising slogan in order to achieve the desired effect, the advertisers must strictly comply with the basic advertising strategy, and adopt appropriate rhetoric method. The application of pun is very common rhetoric style in advertising. It can not only make the advertising language concise, rich and witty, but also make advertisement attractive and easy to remember. However, it is difficult in translating for there are insurmountable obstacles of puns in the language structure and expression, and advertising language is a kind of language that has much motivational and guiding effect. So it is necessary to absorb more extensive knowledge and combine practice with theory in order to finish a good translation. Only in this way, can we translate a creative and unique advertising to draw public. There is a well-known formula in the field of advertising, which is "KISS". "KISS" means Keep It Simple and Sweet. "Simple" requires advertising language to be concise, popular and understandable; "Sweet" wants advertising language to be attractive and convincing. Thus the translator should follow the formula while translating.

In actual translation process, we should combine the specific information about English advertising that expects to convey, and background with certain environment, make a careful analysis so as to reach a maximum equivalence between source language and target language. Translation is a purposeful activity, so it is important to realize the expected purpose on the basis of the skopos principle. Besides, advertising is a kind of practical and functional style, the cultural taboos of target language should be paid attention to and avoided in its translation to develop a successful cross-cultural communicative activity.

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