

汉语广告中熟语活用的语境顺应研究

学科专业: 外国语言学及应用语言学

研究方向: 语用学

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[摘要] 基于 Jef Verschueren 所提出的顺应理论, 本文从其语境顺应的角度分析了广告发话者在汉语广告熟语活用的过程中是如何通过语境的选择来达到语境顺应以实现广告目的。本研究的目的主要有两个方面: 首先是找出在汉语广告中熟语活用所涉及到的语境因素; 其次是找出在汉语广告中熟语活用中所使用的语用策略。就研究方法而言, 本研究是一个定性研究。

本研究的理论框架包括 Verschueren (2000) 所提出的语境顺应观以及语用策略的生成两个部分。Verschueren(2000) 的语境顺应观可分为语言语境以及非语言语境两个层面。在本研究中, 非语言语境层面上的社交世界和心智世界以及语言语境将作为我们研究的对象加以讨论。据 Verschueren (2000) 所述, 社交世界包括诸如人称指示词, 态度指示词, 社会场景或公共制度, 文化等因素; 心智世界包括个性, 情感, 信念等; 语言语境则包括连词, 强调, 省略, 重复, 互文等方面。

本研究共收集语料 117 条。作为本研究理论的一部分, 在语用策略的生成这个章节里, 通过七个步骤, 所收集的语料可被粗分以下两大类: 形式不变及形式活用。在本研究中对于语料的语境顺应的分析也是基于这样的一个分类。此外, 对于语料的分析都是在本研究的理论框架下进行。

结果表明, 在所收集的语料中, 在非语言语境中广告商对于人称指示词, 文化和信念的使用比较凸现, 与此同时, 语言语境中广告商对于诸如省略, 重复, 强调以及互文的使用比较突出。此外结果还表明, 作为语用策略, 拟人和贬义褒用在两个类型中都可以找到。然而同音同形异义字, 双关, 夸张, 同音不同形异义字, 仿拟, 顺序颠倒以及拆词作为语用策略时的使用, 只能在其中的一个类型中找到。

本研究的结果一方面可以检验 Verschueren 所提出的语境顺应的解释力, 另一方面对于将来的广告制作也能提供积极的建议, 此外, 本研究还有助于提高人

们对于汉语广告中熟语活用的理解能力。

关键词：汉语广告；熟语活用；语境顺应

The Flexible Use of Idioms in Chinese Advertisements: A Perspective of Contextual Adaptation

Speciality: Foreign Linguistics and Applied Linguistics Orientation: Pragmatics

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[Abstract] Based on Jef Verschueren's adaptation theory, the present study analyzes how the advertiser achieves the purpose of advertising in the flexible use of idioms in Chinese advertisements, from the perspective of correlates of adaptability of contexts. The purpose of the study aims at finding out the contextual factors and the pragmatic strategies used in the flexible use of idioms in Chinese advertisements. As far as the research methodology is concerned, the present study is mainly a qualitative one.

The theoretical framework of the present study consists of two parts, namely, Verschueren's (2000) contextual adaptation perspective and the generation of the pragmatic strategies used in the flexible use of idioms in Chinese advertisements. Verschueren's (2000) point of view on the contextual adaptation could be generally summarized as follows: linguistic context and non-linguistic context. Only the social world and the mental world within the range of non-linguistic context as well as linguistic context will be discussed in the present study. According to Verschueren (2000), the social world involves person deixis, attitudinal deixis, social settings or institutions, culture etc.; the mental world involves personality, emotions, beliefs and so forth; and the linguistic context includes conjunction, highlighting, ellipsis, repetition, intertextuality etc.

Altogether 117 data are collected in the present thesis. As a part of the theoretical framework, in the part of generation of the pragmatic strategies, through seven steps, the data are roughly classified into two categories: the form-unchanged type and the form-changed type. Based on this classification, the data collected are analyzed.

On the basis of the theoretical framework of the present study, the present study

finds that the advertiser's use of person deixis, culture and belief in the non-linguistic context of adaptation as well as ellipsis, repetition, highlighting and intertextuality in the linguistic context of adaptation are prominent in the data. It also finds that both using personification and commendatory use of derogatory meaning are shared by these two categories. Meanwhile the pragmatic strategy of using homonym, using pun, using exaggeration, using homophone, using parody, using reverse order or using word-splitting can only be found in one of these two categories.

The results of the study, on the one hand, can testify the interpretation power of Verschueren's contextual adaptation in adaptation theory; on the other hand, it can provide positive suggestions for future advertising; furthermore, it may help to improve our understanding of the flexible use of idioms in Chinese advertisements.

Key Words: Chinese advertisements; Flexible use of idioms; Contextual adaptation

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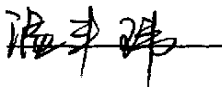
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Abbreviations Used in the Thesis

- FUOI:** Flexible use of idioms
Type 1: The form-unchanged type
Type 2: The form-changed type

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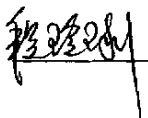
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Chapter One

Background to the Study

1.1 Introduction

Nowadays, whenever and wherever we are, we are always surrounded by advertisements. As put forward by 苗普敬, 董西明 and 盛兴庆(1995), “you read them in newspapers and magazines; you watch them on televisions; you listen to them on radios; you see them on films, signs, painted bulletins, car cards, station posters, highway bill boards, dealer displays, window shows,” (p.223). That is why advertising gradually becomes one of the most important economic and social forces in our modern society.

As we know, advertisements are designed to persuade consumers to buy a certain product. So it is essentially a kind of persuasive communication. Accordingly, its language is mainly persuasive and informative. In order to attract, impress, convince and move the audience, the advertiser combines various language techniques to make the advertisement attractive, impressive, convincing and easily comprehensible (ibid: 226).

After a careful study of various Chinese advertisements, we find that most sentences in the body of the advertisements use the short expressions. According to 苗普敬 et al. (1995), “short sentences are concise, eye-catching and easy to remember” (p.240). Among these advertisements, idioms or idiom-like expressions can be found. Some examples can be discussed below:

Example 1.1: 与你的肌肤相亲相爱 (advertisement of soap) (see No.1 of Appendix 1).

The soap, like a lover, is kind to your skin.

Example 1.2: 一夫当关, 万夫莫开 (advertisement of door) (see No.9 of Appendix1).

Once you have this theft-proof door on, no thief can enter your house.

Example 1.3: 停电 24 小时, 依旧冷若冰霜 (advertisement of refrigerator) (see No.33 of Appendix 1).

It is still cold inside even the power is cut for 24 hours.

According to the above examples, it is clear that the use of idioms can be found in all these three examples. As 相亲相爱 in Example 1.1, 一夫当关, 万夫莫开 in Example 1.2 and 冷若冰霜 in Example 1.3. The first idiom originally refers to the good relationship between lovers; the second one initially refers to a place that is difficult to access; while the last one means that somebody is cold in manner. But when these idioms are used in advertisements, they all embrace the different meanings.

Example 1.4: 默默无“蚊”的奉献 (advertisement of mosquito-repellent incense) (see No.10 of Appendix 2).

It can do a good job in repelling the mosquitoes.

Example 1.5: 耳听不再为虚 (advertisement of radio-recorder) (see No.28 of Appendix 2).

What you hear about is no longer unreal.

Example 1.6: 疗效胜于雄辩 (advertisement of medicine) (see No.49 of Appendix 2).

The effects of treatment surpass the eloquence.

The use of idiom-like expressions can be found in the above three examples. For example, the idiom-like expression 默默无“蚊” in Example 1.4 is adapted from the idiom 默默无闻, Example 1.5 is changed from 耳听为虚 and Example 1.6 is altered from 事实胜于雄辩. Similar to the previously mentioned three examples, their meanings are also changed.

As far as all the above six examples are concerned, one may ask the question why the advertisers choose the idioms or idiom-like expressions in these examples. Meanwhile another question may be proposed refers to how this kind of advertisements can be fully understood by the potential customers. To answer these questions, the

advertiser's role in advertising will be considered.

1.2 Term definitions and scope of the study

As indicated in the title of the present thesis, the study will mainly focus on three key concepts. The first one is idiom. The second one refers to flexibility. The third and the most important one is advertisement. All these three terms will be illustrated as follows.

1.2.1 Idiom

According to Webster's Online Dictionary, idiom has the following four meanings: first, a manner of speaking that is natural to native speakers of a language; second, the usage or vocabulary that is characteristic of a specific group of people; third, the style of a particular artist or school or movement and fourth, an expression whose meanings cannot be inferred from the meanings of the words that make it up.

This is also similar to the Cambridge Advanced Learner's Dictionary, "a group of words in a fixed order that have a particular meaning that is different from the meanings of each word understood on its own; the style of expression in writing, speech or music that is typical of a particular period, person or group."

The word idiom has two different expressions in concept when being translated into Chinese. One is 熟语, while the other is 成语. According to 王德春, 杨素英 and 黄月圆 (2003), the first one broadly refers to all the fixed expressions. It contains 成语 (four-character expressions), 俗语 (popular saying), 谚语 (proverb), 格言 (maxim) and 警句 (famous phrase). And the second one narrowly refers to 成语 (four-character expressions). In their book, 成语 (four-character expressions) refers to fixed phrases or short sentences; 俗语 (popular saying) means fixed expressions of common sayings; 谚语 (proverb) refers to the fixed expressions come from our daily lives and social activities; 格言 (maxim) and 警句 (famous phrase) means the fixed popular saying by famous people which usually has the function of education.

From the above definitions, three basic criteria can be extracted to decide whether an expression is an idiom or not in the present study:

- (1) An idiom must be well established and comes from common practice.
- (2) An idiom is only used in its implied meaning. That means it can not be interpreted only according to its literal meaning.
- (3) An idiom definitely refers to a fixed expression, such as, 成语 (four-character expressions), 俗语 (popular saying), 谚语 (proverb), 格言 (maxim) or 警句 (famous phrase).

In the present thesis, idiom is used within its concept of broad sense; meanwhile the term idiom will be taken as a whole while without regard to its classifications.

1.2.2 Flexibility

According to Webster's Online Dictionary, the word "flexible" has five different meanings: the first meaning is "extended meanings; capable of change", the second meaning is "able to flex; able to bend easily", the third meaning refers to "able to adjust readily to different conditions", the fourth meaning is "bends and snaps back readily without breaking", and the last meaning refers to "making or willing to make concessions".

Similar definitions can be found in the Cambridge Advanced Learner's Dictionary. In this dictionary, the word "flexible" is defined from two aspects, namely, able to bend or to be bent easily without breaking; able to change or be changed easily according to the situation.

Since the focus of the present study is the flexible use of idioms (FUOI, henceforward), so together with the definitions of the idiom, one basic criterion can be extracted to decide whether an idiom is in its flexible use or not: the idiom is no longer used in its implied meaning.

1.2.3 Advertisement

According to American Marketing Association, advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, service or ideas by identified sponsors through the various media (宁建新

and 陈观亚, 1997:1-2).

According to 苗普敬 et al. (1995), "the simplest definition of advertising is any method of calling the public's attention to a product, a service, or an idea without person-to-person selling" (p.224).

From the above definitions, we can conclude that advertising has the following three characteristics:

- (1) It is non-personal, and is aimed for attracting the public's attention.
- (2) The sponsor has to pay for it.
- (3) Advertising tries to persuade people and provide people with information of some product, service or ideas.

王军元 (2005) presents that the language in advertising can be used in both a broad and a narrow sense. In its broad sense, it refers to various kinds of methods used during advertisement dissemination, including both verbal methods and nonverbal methods; while in its narrow sense, it only refers to the verbal methods of advertising. In his eyes, verbal methods include both spoken form and written form of advertising; nonverbal methods include such as animation, pictures, colors, tones, intonations, music, etc. In the present thesis, advertising is used within its concept of narrow sense and nonverbal methods will be excluded.

陈培爱 (2004) defines advertising from a different perspective. He proposes that advertising can be classified into economic ones, namely, commercial ads (for example, 默默无“蚊”的奉献) (see Example 1.4) and non-economic advertisements (for example, 高高兴兴上班去, 平平安安回家来). The former refers to the advertising that aims at increasing the turnover of commodities or providing working services. While the latter refers to some other kinds of advertisements other than commercial ones and it includes, such as social groups' announcements, statements, marriage inviting announcements, etc. In the present thesis, the author only focuses on commercial advertisements.

According to the above mentioned ideas of two Chinese scholars on advertising together with the former two term definitions, three basic criteria can be extracted to decide whether an advertisement is our focus or not:

- (1) It is originally a Chinese advertisement either in its spoken form or written form.
- (2) It has close relation to commercial purpose.
- (3) A flexible use of idiom can be found.

1.3 Rationales

In this section, three reasons which are of great importance will be proposed in order to well support the present study.

First, there were many studies of the advertisements from the pragmatic perspective. In general, the application of relevance theory, conversational implicature, cooperative principles, speech act theory and presupposition can be found most (see 2.2.5). But it is uncommon to find studies from the perspective of adaptation theory.

Second, almost all the data analyzed in papers or studies generally focused on English advertisements or the combination of both Chinese advertisements and English advertisements (黄玉玺, 1999; 黄豪, 2002; 王颖, 2002; etc.). Not so many studies that mainly focused on Chinese advertisements can be found.

Third, the studies of FUOI in Chinese advertisements are commonly carried out on linguistic level from rhetorical perspective, and figures of speech are their central focus (朱慧, 2000; 曾庆璇, 2002; 夏吉英, 2006; etc.). While few studies can be found in relation to pragmatics, let alone contextual perspective of adaptation theory.

1.4 Significance of the study

In general, the significance of the study covers the following three aspects.

First, the present study of FUOI in Chinese advertisements from the perspective of contextual adaptation is of great theoretical significance, for it can test interpretation power of Verschueren's contextual adaptation.

Second, it is also of practical significance. For the pragmatic strategies (see Chapter Four) analyzed in the present study, on one hand, can offer some insights into the cultivation of good advertisers; on the other hand, it can also improve our knowledge and practice of effective advertising.

Third, a better understanding of the FUOI in Chinese advertisements can be

achieved, thus it may help to enhance the customers' understanding of target advertisements when the FUOI appears.

1.5 Objectives and research questions of the study

The main purpose of the current study is to examine the FUOI in Chinese advertisements. More specifically, it tends to answer the question how the FUOI operates in Chinese advertisements. To achieve this, the most straightforward approach is to adopt a theory to describe explicitly why advertisers employed FUOI in their advertisements and how they managed to do so, besides what kind of strategies they used. Yet a single theory that takes into account all these factors still does not exist. Therefore, to accomplish this, a tentative theoretical framework should be constructed (see 3.3).

Based on the above-mentioned objectives, the study will specifically address the following two questions.

Research Question One: What kinds of contextual factors can be found in the FUOI in Chinese advertisements?

Research Question Two: What kinds of pragmatic strategies are used in the FUOI in Chinese advertisements?

1.6 Research methodology

In general, the research is by nature an empirical study. And the data analyzed in the present study is life real and observable.

To ensure the optimal reliability of the findings of the study, some criteria for advertisements collection will be strictly followed (see 1.2.3) to make them thus collected naturally and authentically.

The data for this study come from various sources, including books, newspapers, magazines and websites. The reason for this design is quite simple, for it is both free and convenient for the author to get them (for the detail, see 4.2).

As far as the interpretation of the data is concerned, this study is mainly

qualitative. A qualitative research, according to 文秋芳 (2001:91-92), has several merits and it can be concluded as follows: It is more useful when the research is exploratory in nature and it only requires a small sample, besides the data collection can be less structured and the outcome is not required to be generalizable. Besides, after a careful review of the related previous studies, the qualitative approach is so widely used in nearly all previously related studies (甘容辉, 2004; 付丽, 2004; 李聪, 2004; 路静, 2005; etc.).

In this study, the analysis of the data derives coherently and consistently from the theoretical framework of the present study as outlined in Chapter Three (for detail, see 3.3). Of course, some figures and tables might be employed in order to describe the facts explicitly and objectively. To the extent that the data analyzed are life real and observable language use, thus the author's subjectivity can be more or less reduced.

1.7 The outline of the thesis

The present thesis consists of five chapters, namely, introduction, literature review, theoretical framework, data analysis and conclusion.

The first chapter intends as a general introduction to the whole research, and the following items are given in this chapter: background, term definitions and the scope of the study, rationale, significance of the study, objectives and research questions, and research methodology.

The second chapter provides a brief review of some previous studies related to advertising, idioms and idioms in advertising in terms of different approaches. It provides readers with some knowledge of the present studies in the relevant fields. Meanwhile at the end of review in each section, a critique of previous studies on the relevant issue is discussed.

The next chapter lays down the theoretical framework of the present study. At the beginning of the chapter, a general review of the Verschueren's adaptation theory is given. After that an outline of the contextual adaptation is discussed from both non-linguistic context perspective and linguistic context perspective. Finally, the

procedures of rough generation of the pragmatic strategies used in the FUOI are presented.

The following chapter discusses the concrete description and analysis of the FUOI data chosen from the Chinese advertisements collected. At first, the classifications, number and methods of the FUOI data are given. In the second part, the FUOI data are discussed in accordance with the theoretical framework of Verschueren's contextual adaptation. After that the specific pragmatic strategies in the FUOI data are analyzed.

The last chapter comes to the conclusion of the whole thesis. It summarizes the major findings from the research. In addition, implications as well as limitations and suggestions for further studies are presented.

Chapter Two

Literature Review

2.1 Introduction

Since two terms: advertising and idioms are of great importance in the present study, so a general review of them will be given in the following sections. More specifically, a review of the advertising will be given in Section 2.2 and idioms will be presented in Section 2.3 and the review of idioms in advertising will be given in Section 2.4. And Section 2.5 will be a summary.

2.2 A review of advertising

The previous studies of advertising can be found in many studies. In general, the previous studies can be categorized into two groups, namely, non-linguistic approaches and linguistic approaches. Since the present study mainly focus on its language level, so for the convenience of the study, relevant studies will be reviewed from the following five perspectives: linguistics, semiotics, discourse, rhetoric and pragmatics.

2.2.1 The linguistic approach

One of the earliest and noticeable studies concerning linguistic perspective is Leech's (1966) *English in Advertising: A Linguistic Study of Advertising in Great Britain*. And in his book, he described the different devices adopted by advertisers. The importance of his book lay in two aspects. One was his scientific viewpoint of methodology. The other was his characterization of English with registers. Furthermore, the differences he made between standard advertising speech and non-standard advertising speech was also important in his book. For one aspect, he adopted quantitative approach in the process of data analysis in his study, which was more convincing and objective when compared with another methodology, i.e. qualitative approach. While for the second aspect, according to him, the varieties of

English were distinguished by use in relation to their social context.

Vestergaard and Schroder's (1985) *The Speech of Advertising* is another research in relation to the linguistic perspective. In their book, both the content in printed advertising and its linguistic forms were discussed. As for the former one, it referred to what was said or conveyed in printed advertising; while for the latter one, it referred to the scope of discourse level, cohesion, intertextuality, syntax structure and so forth. In their book, they argued that advertisers should have both mechanisms in their endeavor to persuade their audiences into buying the products. Moreover, they discussed the hidden social motivations as well as the nature of ideology in advertising.

The research in relation to linguistic aspect can also be found in 陈剑静's (1999) *A Talk on Language Characteristics of Advertising English*. In her paper, she gave a detailed and analytical account of characteristics of language in advertising English from the perspective of its semantic, syntactic and lexical features. According to her, in its semantic features, "loaded diction indicates a clear claim; presupposition works wonder in advertisements and ambiguity may be intentional in advertisement"; in its syntactic features, "disjunctive syntax is often employed in advertisements to supply the most possible information; sentences, at a more general level, are simple and colloquial; negation and imperatives play different roles in advertisement" and in its lexical features, "it is commonplace to make up a new word for particular occasion or for general use in advertisements; advertisers pursue the principles of cohesion in the use of vocabulary and advertisers make full use of the limited number of vocabulary to achieve the goal" (p. 57).

This is quite similar to 刘家玲's (2005) study. She also studied the language characteristic of advertising English. In her paper, the characteristics of words, characteristics of sentence structure and rhetorical characteristics used in English advertising were discussed in detail. And she further discussed the frequent use of comparative and superlative adjectives, compounds, new words formation, and acronyms in the characteristics of words section. The use of simple sentences, ellipsis, interrogatives and imperatives were discussed in the section of characteristics of

sentence structure. Only the use of simile, personification, pun and repetition were presented when she talked about the application of rhetorical characteristics in English advertising.

2.2.2 The semiotic approach

Generally speaking, the semiotic approach is supported by an assumption that communication is achieved by the simple process of both encoding and decoding the certain message. Several researchers can be found in relation to the advertising from the perspective of semiotics. Among all these researchers, Barthes (1977) was regarded as one of the well known researchers who did the research from the perspective of semiotics. His study, *Rhetoric of the Image*, was announced by Dyer (1982) to be a major study on semiotics and its application to the analysis of advertising message. In his study, he argued that there were three different kinds of messages illustrated in advertising and they were as follows: (1) the linguistic message, which consisted of product name and the labels; (2) the coded iconic message, which had a close relation to the pictures that formed connotations of the image of the product; (3) the non-coded iconic message, in which the photograph image similarly denoted the real objects. Thus the main contribution he devoted to analysis of advertising lay in his recognition of double systems of codes, namely, linguistics text and picture, which worked simultaneously and produced connotation in different processes.

Williamson (1983) also attempted to do the research from the perspective of semiotics. She claimed that the sign that appeared in advertising was to be understood at two different levels, namely, the manifest level and the latent level, and at the same time the audience was required to make suitable connection to obtain the right meaning. The biggest problem with her approach was that there was no way for the audience to determine which meaning should use at what level when the time came. She also knew it for certainty that for communication to be a success, the audience who took part in it should carry out some kind of processing, and usually there was a gap between the message obtained by decoding and the message recovered. She

further argued that the gap then was filled by the audience's knowledge. However, it was a pity for her, for she still did not demonstrate how the previous existing bodies of knowledge helped to determine the way that the understanding of advertisements could be possibly achieved.

Like Williamson, Dyer's (1982) study also related to the semiotic approach to the advertising. In her study, she analyzed the structure of advertisements, besides she used the concepts and methods of semiotics and thus treated advertisements as systems of signs. Meanwhile she equipped readers with the tools needed to understand how advertisements work. Besides her criticism of advertising could be found which was directed towards the way in which advertisements manipulated social values and attitudes, instead of providing us with facts about the products. Furthermore, she also mentioned suggestions that advertisements had taken over the role previously fulfilled by religion or art, in that advertisements provided us with stories "through which people can organize their thoughts and experiences and come to make sense of the world they live in" (p. 2).

2.2.3 The discourse approach

Cook's (1992) study of advertising language focused on advertising as a discourse type and made comparisons between advertising and literature. Although he made use of some structuralist notions, such as the dichotomy between denotation and connotation, he also criticized semiotic approaches for their lack of interest in the actual use of language. The conclusion he made was that semiotic "insights are useful but incomplete" (p.71) and this basic point of criticism was essentially the same as in his study, although the implications were somewhat different. Besides, Cook also focused on discursal aspects of advertising language, i.e. communicative aspects that involved not only the text itself, but also the context.

Fuertes-Olivera, Velasco-Sacristan, Arribas-Bano and Samaniego-Fernandez (2001) not only studied the slogans and headlines in advertising English, they also explored the methods of persuasion from the perspective of metadiscourse. According to them, based on a view of writing as a social and communicative engagement

between writer and reader, metadiscourse was defined as “those aspects of the text which explicitly refer to the organization of the discourse or the writer’s stance towards either its content or the reader” (Hyland, 1998: p.438). In their paper, they also assumed that metadiscourse was context-dependent and that it was linked to the norms and expectations of a particular genre and setting. Their analysis started from the assumption that advertising English should be represented as a continuum of text functions fluctuating between ‘informing’ and ‘manipulating’ in relation to the idea that advertising was an example of covert communication. In the ending of the paper, they concluded as follows: “(i) textual metadiscourse helped addressees to interpret slogans and/or headlines in accordance with their epistemological understanding and genre expectations; (ii) interpersonal metadiscourse allowed copywriters to adopt a kind of balance between informing and persuading” (p.1305).

In China, the discourse approach to advertising can also be found in several studies. A scholar named 黄国文 (2001) studied the advertising discourse with the application of Halliday’s functional viewpoint. In his book, a systematic analysis of advertising language on the different linguistic levels could be found; such as on words level, sentence level, syntax level etc, which made a great contribution to the discourse analysis of advertising.

Still another research in relation to the study of advertising discourse can be found in 陈其功 and 辛春雷’s (2005) paper. They studied both the interpersonal meaning and its function of persuasiveness in discourse of English advertising. In their paper, they claimed that the interpersonal meaning in English advertising depended on its tenor of discourse, which realized the tenor of discourse and greatly influenced and realized the function of persuasiveness in advertising discourse. Through a careful data analysis, they found that there were three different kinds of elements which might influence and help to realize the function of persuasiveness in advertising, namely, positive appreciation; subjective/objective orientations and the scale of the modality.

2.2.4 The rhetorical approach

A general picture of the studies related to the rhetoric approach can be found in the following researchers. In 龙纲要 and 盛凡's (2005) paper, eight figures of speech were dealt with in advertising English, they were metaphor, personification, euphemism, analogy, repetition, alliteration, rhyme and pun. The similar study can be found in 王云英's (2005) research, she examined the use of alliteration, pun, parody, personification, metaphor, hyperbole and parallelism in advertising English. And in 范铮's (2005) paper, as many as twenty different figures of speech were discussed, and it was interesting to find out that humor was considered as one of them.

Now a more specific study will be reviewed in relation to the present field. As we know, puns frequently occur in advertisements and are one of the most common rhetorical devices used in advertisements, which can draw the attention as well as make the advertisements briefer, more meaningful and more humorous.

In Mulken, Enschoot-van Dijk and Hoeken's (2005) *Puns, relevance and appreciation in advertisements*, they made a distinction between puns in which both interpretations were relevant to the advertiser's message and puns in which only one interpretation was relevant. This paper reported on an experiment to test the following two hypotheses: whether slogans containing puns in general were appreciated more than slogans without a pun and whether puns containing two relevant interpretations were appreciated more than puns containing only one relevant interpretation. As far as the data were concerned, a total of 24 slogans were selected, all of which had been developed for a broad audience by professional copywriters and were published in various Dutch magazines in 2001. And 68 participants (48 female, 20 male) took part in the experiment. And the results showed that the presence or absence of puns had a significant impact on the respondents' appreciation of the slogans. Furthermore, whether the pun contained two relevant interpretations or only one did not influence the extent to which they were considered funny, but the former were considered a better choice than the latter.

谭海玲 (2004) analyzed the pragmatic characteristics of English advertising puns. More specifically, based on cooperative principle and relevance theory, the

paper attempted to demonstrate two aspects: first, how English advertising puns worked; second, how the readers interpreted them.

江南 and 韩爽 (2000) examined the feature of parody in advertising. They said that the parody of fixed expressions, popular sayings, poems, songs and plays were common in advertisements. According to them, the rhetoric effects of parody were reflected in three aspects, namely, expression of novel conceptions; the production of humorous and witty expressions; the manifestation of terse and clear meanings. 刘丽华 (2005) discussed some features of advertising English on the basis of the functions of metaphor.

2.2.5 The pragmatic approach

Simpson (2001) studied advertising from the perspective of pragmatics. The paper explored certain pragmatic features of advertising discourse. According to him, his analysis differed from other pragmatic explorations of advertising discourse largely in terms of the position it occupied relative to the object of the study. His paper focused on and expanded upon a binary distinction between types of advertising discourse which was proposed initially by Bernstein (1974) and which had been touched upon more recently by other commentators such as Cook (1992). And the distinction he made between reason advertisements, namely, those which suggested a motive or reason for purchase and tickle advertisements, i.e. those which appealed to humor, emotion and mood could also be found in his study.

Another study that must be mentioned in this section is Tanaka's (1994:1) comparative pragmatic study of British and Japanese advertising language. Her main aim was to complement earlier semiotic and linguistic studies, which she criticized for paying too much attention to the text itself at the expense of the communicative situation. In order to achieve this, she relied on Sperber and Wilson's (1995) relevance theory in her account of advertising language and how understanding advertisements was not simply a matter of decoding a message.

Geis' (1982) study on the language of television advertizing in the United States is still another research related to this field. His study focused on the exploration of a

general view of how advertisers applied the linguistic factors to persuade their potential customers from the perspective of semantics and pragmatics. The study of comparatives, noun compounds, count versus mass nouns and similes were included by the application of Grice's (1975) cooperative principles and conversational maxims. And also the six maxims he mentioned in his research were adapted from Grice (1975) and Boer and Lycan (1975), they were as follows: the maxim of strength: say no less than is necessary; the maxim of parsimony: say no more than is necessary; the maxim of truth: do not say what you believe to be false; the maxim of evidence: not to say that for which you lack adequate evidence; the maxim of relevance: be relevant and the maxim of clarity: the avoidance of obscurity of expression (Geis 1982:31).

Both 肖薇(2004) and 杨彬 (2004) conducted their study in the light of relevance theory. And in 肖薇's (2004) paper, with the application of relevance theory, the author analyzed both the successful advertisements and those failed ones under cross-cultural context. The paper aimed to demonstrate that advertising under cross-culture context must be paid special attention to the differences between two cultures and the cognition of foreign people and foreign countries' customs, so that the consumers in foreign countries could get the optimal relevance and better understanding of the content of the advertisements. She further proposed that only in this way can the advertising achieve its presumed effects of further boosting sales and setting up good images of the products in other countries. While based on the relevance theory, 杨彬's (2004) paper analyzed how pun, as an effective attention - attracting strategy, helped the audience with acquiring optimal relevance and recovering the informative intentions of the advertiser.

The studies on the analysis of conversational implicature in the advertisements based on Grice's theory can be found in several studies. For example, in 郑璐瑶's (2005) article, she studied the use of languages, especially the language of advertisement from the perspective of conversational implicature. Meanwhile, she tried to explain the reason, motivation and purpose of such a kind of character from the aspects of linguistics and medium communication. And in 赵硕, 张骏 and 王

健's (2005) paper, they proposed the idea that the advertising language served as a communicating form which can influence the vast number of consumers because its aim lay in persuading them to buy the advertised products in various expressions. Hence they thought that the aspect can be interpreted from the perspective of pragmatic theory. Thus the violation of cooperative principles in these advertisements was examined in order to benefit advertisers with its vocabulary, humor and presupposition. Similar research was conducted by 徐志敏 (2003), in general, the research probed into the cause, content and inference of the conversational implicature in the speech of advertisement. More specifically, the language of advertising was examined in his paper. Finally, through the analysis of some phenomena of the advertisements, it made some constructive complements to the conversational implicature theory. According to 郑建凤 (2001), advertising language, as a special kind of communication, exerted a great influence on the consumer's purchasing power. And also in the communication process of advertising, advertisers employed various kinds of methods to express their intentions. According to her, in general, advertisers achieved their intentions by the application of deliberately violation of cooperative principles in order to stick to the politeness principles.

赵耀 and 唐德根(2005) conducted their research from the perspective of pragmatic presupposition. According to them, pragmatic presupposition was an important topic in pragmatics. Besides its application to advertising discourse not only made advertisement extremely persuasive, but also coincided with some characteristics of advertising language, such as brevity, convincing, seductiveness and so forth. Furthermore, the properties of pragmatic presupposition, such as its characteristics of common ground, subjectivity and latency which offered the possibility of displaying its unique functions in advertising discourse. Thus, it became the primary verbal strategy of successful advertisements.

周四瓊 (2003) studied the advertising slogans from Verschueren's contextual adaptation perspective. And in her paper, three worlds were examined, namely, mental world, social world and physical world were discussed in detail. She also pointed out that the selection and use of advertising language should conform to communicative

context, namely, meeting the potential customers' psychological anticipation, following certain social and cultural rules, and giving enough attention to the elements in the physical world. Thus the purpose of advertising could be achieved.

Besides, the application of several different pragmatic theories in a single research could be found in some studies. Such as the application of relevance theory, cooperative principles and speech act theory can be found in 於奇放's (2005) *The Application of Pragmatics Theory to Advertising Language*. The use of cooperative principle and relevance theory can be found in 譚海玲's (2004) study on pragmatic characteristics of English advertising puns, and the adoption of presupposition and conversational implicature can be found in 刘金英's (2003) study in advertising.

2.2.6 A critique of previous studies of advertising

In this section, we have reviewed some of the research conducted so far on advertising under the following five approaches: linguistics, semiotics, discourse, rhetoric and pragmatics. According to the previous studies, in general, linguistics forms were discussed in the linguistic approach; in semiotics, an assumption that communication was achieved by the simple process of both encoding and decoding of the certain message was widely accepted; in discourse, systemic-functional analysis of advertising discourse were widely used; in rhetoric, different figures of speeches came out to be the focus, meanwhile much attention was paid to the applications of puns in advertising. In pragmatics, the study of advertising mainly focused on the pragmatic theories, namely, relevance theory, cooperative principle, presupposition and speech act theory.

One problem of the previous studies is their ignorance and inadequate account of the advertiser's role in advertising production. As we know, the advertiser plays a very important role in advertising and if we do not take this into account then it will be difficult for us to fully understand his purpose. So in order to have better understanding of the advertising, the present study will analyze how advertiser achieves his purpose of advertising. Another problem is that the previous researchers mainly focused on the application of relevance theory, cooperative principle,

presupposition and speech act theory to advertising language, while little attention has been paid to other pragmatic theories. Therefore, the analysis of advertising from another pragmatic theory perspective is desired.

2.3 A review of idioms

After a careful study of the previous studies, the studies of idioms are carried out in four major approaches, i.e. the semantic approach, the grammatical approach, the cognitive approach and the pragmatic approach. The following parts of the literature review in this section will focus on these four approaches.

2.3.1 The semantic approach

In Makkai's (1972) study, two major types of idioms were discussed, that is, encoding and decoding. And in the book, the idioms of decoding were his main focus. According to him, the idioms of decoding could be classified into two big categories, namely, lexemic and sememic. As far as lexemic idioms were concerned, six different groups could be identified: phrasal verbs, tournures, irreversible binominals, compounds, incorporating verbs and pseudo-idioms. When the sememic idioms were concerned, they could be categorized as follows: proverbs, familiar quotations, idioms of institutionalized politeness and idioms of institutionalized understatement and hyperbole. He further pointed out that although both lexemic idioms and sememic idioms were categorized as idioms of decoding, the difference lay between them appeared to be functional; sememic idioms had an interpersonal role in contrast to the lexemic idioms and it was signified as they did warnings, requests, evaluations etc.

Weinreich's (1969) claimed that idioms must have literal counterparts but also pointed out that the semantic difference between idioms and their literary counterparts was arbitrary. According to him, it was precisely the uniqueness of idiomatic phrases and their special nature which made them what they were: very apt and precise expressions which could concisely encapsulate people's elaborate ideas, feelings, judgments and impressions.

2.3.2 The grammatical approach

Fraser's (1970) main concern was to explore the transformational potential of idioms. In his paper, a six-level hierarchy or scale was proposed: L6-Unrestricted; L5-Reconstruction; L4-Extraction; L3-Permutation; L2-Insertion; L1-Adjunction and L0-Completely frozen. For example, *kick the bucket* took only the gerundive transformation and were at L1 and others like *read the riot act* appeared to suit L6. According to Fraser, two types of passive transformation could undergo indirect object movement: the gerundive and action nominalization transformations.

Still another research related to idioms passivization within the framework of generative grammar could be found. In Gibbs' (1994) study, he proposed the idea that people somehow learnt about the passivizability of idioms, even though they were not systematically taught which idioms were syntactically productive and which were not, which seemed to give the hint that the idiom passivization had a close relation to our cognitive abilities.

2.3.3 The cognitive approach

As we all know, Lakoff (1987) was among the first to pay attention to the systematicity and conceptual basis of idiomatic expressions, and his account of idioms concerned with anger delicately demonstrated how different idiomatic expressions, such as *You make my blood boil*, *He was foaming at the mouth*, *Try to keep a grip on yourself* and *Don't be a pain in the ass* were connected to one another. Although these expressions seemed to be different from one another and had no relation to each other, however, Lakoff argued that inferences could still be made among them. According to Lakoff, if someone was being a pain in the ass it could make our blood boil and if someone was foaming at the mouth he might want to try to keep a grip on himself. These inferences were not based on the literal meanings of the idioms, but instead they were connected at a conceptual level via both metaphors, such as anger was heat, and various metonyms.

In another study conducted by Gibbs and O'Brien (1990), participants were asked to describe their mental images out of five groups of idioms which had similar

types of meanings, i.e. meanings in relation to concepts such as anger, insanity, revelation and secretiveness. They found that descriptions of images associated with idioms turned out to be remarkably consistent within all these five groups, even though the actual events associated with idioms could then happen in a variety of ways. In their research, the participants were asked questions about the causes, intentionality and manner of action as represented by their mental images previously. It was interesting to find out that the answers to these questions also showed a high degree of similarity.

2.3.4 The pragmatic approach

Laval (2003) studied French-speaking children's comprehension of idiomatic expressions and their metapragmatic knowledge. According to him idiomatic expressions were expressions where there was a considerable difference between what was said (*literal interpretation*) and what was meant (*idiomatic interpretation*). In general, the study aimed to determine the role of contextual characteristics and the linguistic convention (i.e. the arbitrary link between literal meaning and the non-literal meaning) in the comprehension of idiomatic expressions by six- and nine-year-old children, and by an adult control group. Subjects performed a story completion task (comprehension task), and a task of metapragmatic knowledge to justify their chosen answers. Besides, two features of the stories were varied: the context (*idiomatic vs. literal*) and the idiom familiarity level (*familiar vs. unfamiliar*). Then, all the data collected in his paper were analyzed with the application of both qualitative and quantitative methods. More specifically, the ANOVA method was adopted in its quantitative analysis of the data. And according to him, the main results can be summarized as the following four points: first, regardless of age, the context had a substantial impact on idiom comprehension; second, linguistic convention had an effect at nine but not at six, and was particularly strong in adults; third, the role of familiarity also appeared in the nine-year-olds and continued on into adulthood; fourth, metapragmatic knowledge varied with the characteristics of the communicative situation, and the content of these responses changed with age: there

was a progressive increase in metapragmatic knowledge of linguistic convention as age increased.

The study of idioms from the perspective of pragmatics can also be found in Strassler's (1982) *Idioms in English: A Pragmatic Analysis*. Two aims were reflected in his book: "... the question now remains as to why idioms exist and why they can only be used under certain circumstances..." (p. 85). In general, his study was twofold: first, the identification of idiom functions, hence Strassler's choice of pragmatic theories in terms of which to analyze idiom use; second, the identification of the special features of idioms which set them apart from the rest of the vocabulary. Besides, his study was the first major work to appear on the functions of idioms. In his paper, he also took into consideration a number of socially significant variables, such as social status, age, education and profession. The most insightful part of Strassler's book existed in analyzing the deictic use of idioms in conversation between participants of equal or higher/lower social status in a variety of situations constituted from such a kind of social hierarchy aspect. Furthermore, he also noted that the deictic use of idioms included personal reference which referred to first person idioms; reference to the communicative partner which meant the second person idioms and third person or object. And it was clear that his contributions lay in its focus on the deictic functions of idioms.

2.3.5 A critique of previous studies of idioms

In this section, four aspects of the previous studies of idioms were discussed, namely, semantic aspect, grammatical aspect, cognitive aspect and pragmatic aspect were reviewed. And in semantics, researchers paid much attention to the decoding and encoding of idioms. In its grammatical point of view, the application of Chomsky's transformational point of view was widely used in the explanation of idioms. As far as its cognitive aspect was concerned, much attention had been paid to people's mental process of idioms understanding. And in pragmatics, what was said and what was meant in idioms were taken into consideration, more specifically: its literal meanings and implied meanings were the main focus. After a careful study of the previous

studies, many of them related to the cognitive study of idioms. It was really a pity that only few of them could be found in relation to pragmatics. Therefore, the analysis of idioms from the pragmatic perspective is needed.

2.4 A review of idioms in advertising

Since the present study mainly deals with the idioms in Chinese advertisement, so only the Chinese researchers' papers will be explored in this section. And according the previous studies on idioms in advertising, they can be generally classified into two perspectives, namely, the linguistic approach and the rhetorical approach. These two approaches will be discussed in this section.

2.4.1 The linguistic approach

In 郭展's (2000) paper, the matter of parody in advertising idioms were discussed from the phonological point of view. In his opinion, parody in advertising idioms could be classified into two big categories: homophones and near homophones. And in the semantic point of view, parody in advertising idioms could be classified into the literally - interpretable phrases, the literally - uninterpretable phrases, and phrases of vague expressions. According to him, the use of homophones and word replacement were the two main characteristics of parody in advertising idioms. Meanwhile, he further proposed that the use of such a parody might result in the semantic vagueness and unintelligibility. Thus he suggested that the negative effects of parody in advertising idioms which might occur should be taken into full consideration, otherwise the confusion in meaning and production of many misspelling characters might cause structural disorder of the existing idioms.

In 王凤敏's (2005) *Linguistic Discussion on the Flexible Usage of Idioms in Advertisement Writings*, she advocated that as one of the skills, the flexible usage of idioms had been generally applied to advertisement writing. This paper was carried out from the perspective of semantics, phonetics and linguistic context, meanwhile dwelled on the rationality of this phenomenon under three categories —“new wine in the old bottle”, “discarding the holistic meaning of the idioms and returning to its

verbal meaning”, and “duplicating idioms by replacing certain words or characters in the idioms”. Furthermore, it also explored into the existing problems in the flexible usage of idioms and some social problems caused by this kind of phenomenon. Finally, some constructive resolutions on the existing problems were given.

2.4.2 The rhetorical approach

In general, 曾庆璇’s (2002) paper fell into two parts. The first part discussed the universality of the flexible use of the idioms. The second part dealt with figures of speech in the advertisements which included the flexible use of the idioms. According to him, the flexible use of the idioms could not only be found in the present time but also it could be traced back as early as ancient time. Then over twenty figures of speech used in these advertisements were discussed such as pun, transferred epithet, simile and metaphor.

In 谢庆芳’s (2004) paper, she stated that in English advertising, the flexible use of the idioms were often used as a strategy. In the paper, the flexible use of the idioms both in the headlines of advertisements and advertising slogans were discussed. Meanwhile, many pieces of advertisements related to her topic were analyzed in detail in hope of supporting her ideas. According to her the reason why proverbs could meet the requirements of advertisements was that they were terse and brief, often with moral significance, hence tending to persuade and guide. She also proposed the idea that people tended to glance over slogans or headings of advertisements rather than to read the texts. So the flexible use of the idioms in advertising could save space, time and cost. Eventually, she claimed that one flexible use of the idioms might say more than a thousand words.

马芝兰’s (2000) study on the figures of speech of the flexible use of the idioms in advertising focused on the Chinese advertisements, more specifically, nearly half of the data came from Taiwan commercial advertisements. The similar studies could be found in the following studies (沈孟璵, 1994; 朱慧, 2000; 于莹, 2000; etc.).

2.4.3 A critique of previous studies of idioms in advertising

As far as the notion of idioms in advertising was concerned, the previous studies mainly focused both on the linguistic study and rhetorical study. For linguistic approach, phonetics was one of its focus and many studies could be found in relation to this perspective. When it came to its rhetorical perspective, after a careful study of the previous studies, the exploration on the figures of speech of the flexible use of the idioms in advertising seemed to be its main focus. As far as the studies of the figures of speech of the flexible use of the idioms in advertising were concerned, few studies could be found in relation to the pragmatic perspective. Therefore, the analysis of this from the pragmatic perspective is preferred.

2.5 Summary

Previous studies of advertising, idioms and idioms in advertising have been reviewed in this chapter. From the above reviews of previous related studies. Still some deficiencies can be found among them which need to be settled in the upcoming studies. First, a problem which can be found in the previous studies is their ignorance and inadequate account of the advertiser's role in advertising production. Second, as we have stated previously that the study of advertising from the pragmatic perspective mainly focus on the following pragmatic theories, namely, relevance theory, cooperative principle and speech act theory, while little attention has been paid to adaptation theory. Third, many studies on idioms related to the cognitive aspect and it is sorry to find out that only few of them could be found in relation to pragmatics. Fourth, when the studies of the figures of speech of the flexible use of the idioms in advertising are concerned, few studies could be found in relation to the pragmatic study.

In order to solve the above mentioned problems, the Verschueren's contextual adaptation perspective of adaptation theory will be adopted as a part of our theoretical framework in the present thesis. As far as the theoretical framework of the study is concerned, both Verschueren's contextual adaptation and the generation of pragmatic strategies will be discussed in the following chapter.

Chapter Three

Theoretical Framework of the Present Study

3.1 Introduction

The major purpose of this chapter is to give a brief review of Jef Verschueren's adaptation theory and present the theoretical framework of the present study. A review of adaptation theory will be discussed in 3.2. Section 3.3 deals with the theoretical framework in relation to the study and two aspects are included in this section, i.e. Verschueren's contextual adaptation perspective (see 3.3.1) and the generation of pragmatic strategies aspect (see 3.3.2). And in the section 3.3.1, both non-linguistic context and linguistic context will be discussed, while Section 3.3.2 tells how the author categorizes pragmatic strategies. Finally, section 3.4 will make a summary of the chapter.

3.2 A review of adaptation theory

In 1999, Belgian pragmaticist Jef Verschueren understands and elucidates pragmatics from a new angle, and his idea is well presented in the book named *Understanding Pragmatics*. In his book, he constructs his theory of adaptation, and proposes a pragmatic model for the dynamics of communication. In order to have a better understanding of the new pragmatic theory, now the prerequisites and key notions for understanding the adaptation theory will be given in a brief way in this section.

According to Verschueren (2000: 55), using language consists of the continuous making of linguistic choices, consciously or unconsciously, for language-internal or language-external reasons. These choices can be situated at any level of structure: phonetic/phonological, morphological, syntactic, lexical and semantic. Speakers do not only choose forms, they also choose strategy. The term 'making choices' may be misleading in the sense that it may invariably suggest a conscious act and this processes usually shows degree of consciousness. Choices are made both in producing

and in interpreting an utterance, and both types of choice-making are of equal importance. A language user has no freedom of choice between choosing and not choosing, that means once language is used, the user is under an obligation to make choices. As a rule, choices are not equivalent. It is the best illustration for the phenomenon of preference in the conversation. Finally, choices evoke or carry along their alternatives.

In Verschueren's (2000: 59) opinions, choice-making evolves at least three hierarchically related key notions to understand the process. They are variability, negotiability and adaptability. Variability is the property of language which defines the range of possibilities from which choices can be made. Negotiability is the property of language responsible for the fact that choices are not made mechanically or according to strict rules or fixed form-function relationship, but rather on the basis of highly flexible principles and strategies. Additionally, it also implies indeterminacy of various kinds. First, there is indeterminacy in choice-making on the side of the language producer. Second, there is also indeterminacy of choice on the side of the interpreter. Third, indeterminacy is also involved because choices, once made, whether on the production or on the interpretation side, can be permanently negotiated. Adaptability is the property of language which enables human beings to make negotiable linguistic choices from a variable range of possibilities in such a way as to approach points of satisfaction for communicative needs. Verschueren thinks that variability and negotiability are the presupposition of adaptability. Adaptability, then, is the chief component which enables human beings to make negotiable language choices from a variable range of possibilities to meet the needs of communication.

Adaptability can be used to describe the rules of language use from four angles of investigation. The four angles include contextual correlates of adaptability, structural objects of adaptability, the dynamics of adaptability and the salience of adaptation process.

Contextual correlates are one of the relatively straightforward notions which can always be used conveniently as a starting point for specific descriptive tasks in pragmatics and as a parameter which have to be referred to continuously throughout

an investigation. Besides, the contextual correlates of adaptability potentially include all the ingredients of the communicative context with which linguistic choices have to be interadaptable.

Verschueren (2000: 87) classifies context into communicative context, linguistic context and linguistic channel. Linguistic context includes contextual cohesion, intertextuality and sequencing. The communicative context includes three ingredients, namely, the physical world, the social world and the mental world. The physical world contains the temporal reference and spatial reference. It also includes the utterers' bodily postures, gaze, physical appearances (including clothing), physical conditions (exhaustion, illness or drunkenness) and biological property. In many cases, all these ingredients are of great importance in determining certain linguistic choices and their meanings. The mental world involves the utterer's and interpreter's personality, emotion, beliefs, desire, or wishes, motivations or intentions, and so on. The social world includes person deixis, attitudinal deixis, social settings or institutions and culture. Person deixis helps identify utterer's and interpreter's social position. Attitudinal deixis affects forms of address, pronoun choices, matters of style and content. Social settings and instructions impose many types of principles and rules on the ways in which certain types of linguistic acts can be performed. Besides culture with its innovation of norm and values, has indeed been a favorite social world correlate to linguistic choices in the pragmatic literature.

Verschueren (2000: 115) points out that the structural objects of adaptability include 'structure in the strict sense (at various layers or levels of organization) as well as principles of structuring'. It includes the following four elements. First, some overarching levels of choice-making: languages, codes (distinguishable variants of a language, involving sets of choices which are geographically, socially, functionally or situationally based), and styles (variants of a language or code along dimensions of formality and informality). Second, a study of basic utterance-building ingredients (from sound structure, morphemes and words, clauses and sentences, to propositional structures and superasentential units of various kinds) that is potentially to be found in any utterance and at various level of structure. Third, a review of functioning of

different structural types of utterances and utterance clusters. Fourth, utterance-building principles at the level of sentential and suprasentential which guide the production and interpretation of utterance and utterance clusters.

Dynamics of adaptability means the actual process of interadaptation, taking into account the variability and negotiability. It is not only the central task of specific pragmatics, but also the core of the adaptation theory. So the contextual adaptation and structural adaptation will be meaningless without making use of the dynamic adaptability.

All dynamic aspects of language use can be situated in terms of structurally identifiable choices and contextual properties and influences, require processing in a medium of adaptability. That is the problem of salience. Mind in society is the basis of language user's adaptation. The mental process usually includes the following three steps, namely, perception and representation, planning and memory. Due to the different manners of processing, the degrees of salience adaptation are different.

The above paragraphs are a general review of Jef Verschueren's adaptation theory. Some may not be discussed in the theoretical framework of the present thesis in Section 3.3 due to the limited space.

3.3 The theoretical framework of the present thesis

3.3.1 The contextual adaptation

According to the contexts mentioned above, they can be generally classified into two big categories, i.e. linguistic context and non-linguistic context. Now they will be adopted as the theoretical framework of the present thesis.

3.3.1.1 Non-linguistic context

(1) The social world

According to Verschueren (2000: 91-94), there is no principled limit to the

range of social factors that linguistic choices are interadaptable with and social world has much to do with properties of social settings and institutions. Within these settings and institutions many linguistic choices depend on relationships of dependence and authority, or power and solidarity, not only between utterer and interpreter but also sometimes third party should be involved in the topic of the discourse. They also impose many types of principles and rules on the ways in which certain types of linguistic acts can be performed.

Utterers and interpreters can be identified with the help of person deixis in a social world. Attitudinal deixis affects forms of address, pronoun choices, matters of style and content.

Among all these aspects of social world, culture plays a very important role in the communication. As Verschueren (2000) points out, culture with its innovation of norm and values, has indeed been a favorite social world correlate to linguistic choices in the pragmatic literature. According to him the 'culture' dimensions include the contrast between oral and literate societies, rural versus urban patterns of life, or a mainstream versus a subcultural environment. Other social dimensions include social class, ethnicity and race, nationality, linguistic group, religion, age, level of education, profession, kinship, gender, sexual preference, and so on (p: 92). The aspects of social world are as follows.

The social world involves:

① person deixis

The person deixis includes expressions which necessarily refer to participant roles in the speech event. It is mainly provided by the system of the first, second, and third pronouns. This is true regardless of their grammatical functions (subject, object, etc.), including possessive and vocative forms (何自然, 2003:46).

② attitudinal deixis

The social deixis (attitudinal deixis) commonly encodes information concerning the relative relationship between participants in linguistic

communication. More specifically, it may reflect whether the participants are of the same or different social status, sex, group etc. (何自然, 2003:51). So it may affect forms of address, (in many languages) pronoun choices, and the like (Verschueren, 2000:91).

③ social settings or institutions

The social settings or institutions refer to the fact that sometimes linguistic choice-making has to be institutionally sanctioned. Institutionally defined power on the part of the utterer, for instance, enables someone to order, command, permit, while institutional power on the part of addressee may make an utterer ask and beg (Verschueren, 2000:91).

④ culture...

It refers to a set of shared norms, values, background knowledge, basic assumptions, behavior and thought patterns of a given group which sets them apart from others and guide their evaluation and response to the outside world (Verschueren, 2000:92).

(2) The mental world

Mental states have always been central to certain endeavors in pragmatics. Under the guide of the notion of adaptation, the interplay between linguistic choices and the mental states of interpreters can never be overlooked in the research from pragmatic perspective.

Moreover the mental world activated in language contains cognitive and emotive elements. While the cognitive ones provide a bridge between the mental and the social in form of conceptualization in terms of which social interactions is interpreted; the emotive ones provide a bridge in form of phenomena usually studied under labels such as affect and involvement. The factors of mental world are given below.

The mental world involves:

① personality

It refers to those aspects of an individual's behavior, attitudes, thought, and actions which are recognized by that person and others. It includes such as self-esteem, inhibition, anxiety etc. (Verschueren, 2000:88).

② emotions

According to Verschueren (2000:88), emotion refers to a strong human feeling such as love, hate, anger, etc.

③ beliefs

As far as Verschueren (2000:88) is concerned, belief means the feeling that something is definitely true or definitely exists.

④ desires or wishes...

As for desires or wishes, they mean want or hope for something very much (ibid: 88).

3.3.1.2 Linguistic context

Verschueren (ibid: 104-108) holds that the linguistic context covers three sides. The first side is contextual cohesion which is generally used to designate the overt marking of relations within a discourse or text. The second side is intertextuality. The third one refers to sequencing. According to Verschueren (2000), intertextuality also plays an important role in the dimension of linguistic context. He further points out that the meaning of 'intertextuality' do not extend to the domain of 'voice' or 'polyphony'. And at the same time, the notion of intertextuality is wider than a common alternative usage in which it comprises only quotations, allusions, and other concrete references to a specific pre-text. The elements of linguistic context are discussed below.

Linguistic context includes:

① conjunction

Conjunction refers to a word which joins words, phrases, or clauses together, such as but, and, when etc. (Verschueren, 2000: 105).

② highlighting

According to Verschueren (ibid: 105), it refers to the uses of quotation marks or the use of explicit labeling practice.

③ ellipsis

It means the leaving out of words or phrases from sentences where they are unnecessary because they have already been referred to or mentioned (ibid: 105).

④ repetition

The same word, phrase or expression is mention in one text for many times (ibid: 105).

⑤ intertextuality...

It refers to a text that has a close connectedness with other texts. And it can be understood with certain degree of knowledge about other texts (Verschueren, 2000:107).

In this section, Verschueren's contextual adaptation perspective is discussed from two aspects, namely, non-linguistic context and linguistic context. And due to the limited space, some elements are omitted. Whether all the elements mentioned in his contextual adaptation can be found in the present FUOI data or not is still a problem. Meanwhile it is possible that some elements will not be prominent in the data. So only the prominent elements will be analyzed (see 4.3).

3.3.2 The generation of pragmatic strategies

Once the data of FUOI in Chinese advertisements were collected, the author started generating the preliminary pragmatic strategy inventory through the following steps.

1. The author looked through the whole data in order to get a general picture of where they came from and what they were advertising for.
2. The author started to look at each data in detail. Special care was taken at this stage to ensure that every single data was identified and none was left out.
3. The author started to look at differences and similarities between the collected data as a whole. From the list, it was found that the author collected altogether 117 data. At this stage, the author started to think of how these data should be grouped.
4. The author started to group these 117 data according to similarities of its forms in which it was presented. It was found these advertisements were used mostly to achieve some language purposes. However, at this stage, the author was left with the question of how to classify these advertisements. The author finally decided to try the preliminary classification based on its forms. The next stage could then start.
5. At this stage, both the form and the meaning of these advertisements were taken into consideration. For example, one piece of advertisement was *万事俱备, 只欠东风* (advertisement of car) (see No.4 of Appendix 1). Another piece of advertisement was *家有飞鹿, 随心所浴* (advertisement of water heater) (see No.1 of Appendix 2). For the first piece of advertisement, the form turned out to be the same as the original idiom, but its meaning had been changed a lot, for *东风* (east wind) here referred to Dong Feng car. For the second piece of advertisement, the phrase *随心所浴* was slightly different from the idiom *随心所欲*, and also its meaning had been changed.
6. At this step, the author tried to find the suitable name to cover the data which came under the same group. According to the data they could be classified roughly under two main categories: the form-unchanged type (see Example 1.1) and the form-changed type (see Example 1.4).
7. Once the rough categorization was made and more or less settled, the author started to consider if these two groups of strategy use could be classified any further. It was found that these two groups could be further classified into several specific pragmatic strategies (for detail, see Chapter 4).

3.4 Summary

To sum up, in this chapter, a general review of adaptation theory is given in Section 3.2. In Section 3.3 the Verschueren's contextual adaptation and the generation of pragmatic strategies in the same section make up theoretical framework of the present study. More specifically, the contextual adaptation is discussed from the following two perspectives: non-linguistic context and linguistic context. Besides, both social world and mental world are explored in non-linguistic context. It can be shown in the following figure.

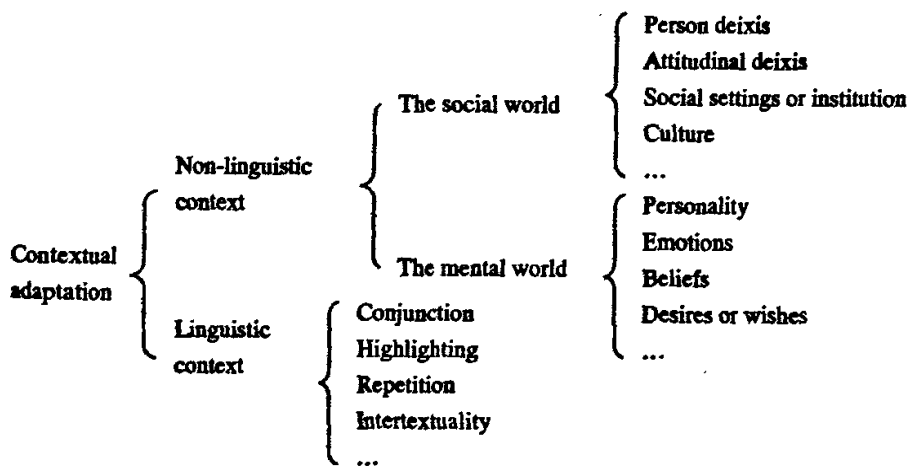


Figure 3.1 Contextual adaptation

In the discussion of the generation of pragmatic strategies, seven steps are followed and they are given below.

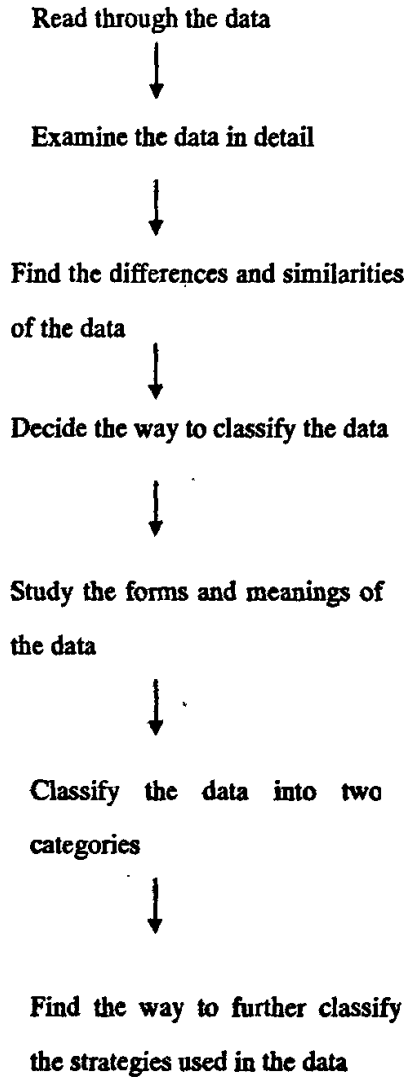


Figure 3.2 The generation of pragmatic strategies

Chapter Four

Data Analysis of the FUOI

4.1 Introduction

The major purpose of this chapter is to present a description of data analysis; meanwhile a general description of all the data in terms of their classifications, their numbers and the methods of the data collection will be given in 4.2. After that both contextual adaptation analysis of FUOI data, and the strategies used in these FUOI data will be shown in Section 4.3 and Section 4.4 respectively. Finally, Section 4.5 will make a summary of the results.

4.2 A general view of the FUOI data

4.2.1 The classifications of the FUOI data

As we mentioned, the present study mainly focuses on the FUOI in Chinese advertisements. In the discussion of the pragmatic strategies used in the FUOI data, the author roughly classified the FUOI data into two categories: the form-unchanged type and the form-changed type (see 3.3.2). For the sake of convenience, this kind of classification will be also adopted in the process of contextual adaptation analysis of the FUOI data (see 4.3) as well as the further analysis of the pragmatic strategies used in the data (see 4.4). Since these two categories refer to different types of the FUOI data, so both Type 1 (for the detail, see Appendix 1) and Type 2 (for the detail, see Appendix 2) which stand for the form-unchanged type (Type 1, henceforward) and the form-changed type (Type 2, henceforward) respectively will be used in the thesis.

4.2.2 The number and methods of the FUOI data collection

In the present thesis, 117 items are collected in line with the above mentioned classifications of the FUOI data. And the data collected mainly come from books, internet, newspapers and magazines. Of these data, 80 come from books, 31 come

from internet, 4 come from newspapers and 2 come from magazines. They will be presented in the following table.

Types of the Data	Source of the Data				Total	Percentage
	Book	Internet	Newspaper	Magazine		
Type 1	30	14	1		45	38
Type 2	50	17	3	2	72	62
Total	80	31	4	2	117	
Percentage	68	27	3	2		100

Table 4.1 The classifications and the number of the data

According to the above table, it is clear that the types of data consist of two parts, namely, type 1 and type 2. While the sources of data mainly come from the following four aspects: books, internet, newspapers and magazines.

For Type 1, 30 items come from books, 14 items come from internet and 1 item comes from newspapers.

For Type 2, 50 items come from books, 17 items come from internet, 3 items come from newspapers and 2 items come from magazines.

From Table 4.1, it is also clear that the data from books and internet make up a great majority of the whole data, while takes up 95 percent of the total. And data from newspapers and magazines only takes up a small part of the total. The analysis and the final conclusion are made from these 117 items (for the detail, see 4.3).

4.3 Contextual adaptation analysis of the FUOI data

As we have mention before (see 3.3), Verschueren's point of view on the contextual adaptation could be generally summarized as follows: linguistic context

and non-linguistic context. And both the social world and the mental world will be discussed within the range of non-linguistic context.

According to verschueren (2000), the social world involves person deixis, attitudinal deixis, social settings or institution, culture and a great number of social factors. The mental world consists of personality, emotions, beliefs etc. Linguistic context covers conjunction, anaphora, and ellipsis etc (see 3.3.1). Whether they can be used in the process of data analysis is still a question. To find out the answer, the following parts in this section will contribute to the contextual adaptation analysis of FUOI data in these two types.

Furthermore, the analysis of the FUOI data will base upon the above mentioned two different types (see Table 4.1). Owing to a limited space here, only some prominent data in relation to the contextual adaptation will be analyzed as examples in this section. For each mentioned example, both its equivalent Chinese characters and translations will be given, and it also can be found in the corresponding Appendices.

4.3.1 Contextual adaptation analysis of Type 1

According to the Table 4.1, 45 items can be classified into this type. And the data mainly come from books, internet and newspapers. Among them, 30 items come from books, 14 items come from internet and 1 item comes from newspapers.

4.3.1.1 Non-linguistic context analysis

As we have mentioned previously that Type 1 refers to the form of the idiom which is unchanged (see 4.2.1). After a close study of the FUOI data in this type, both culture and belief turn out to be prominent elements in the non-linguistic context of adaptation, so they will be discussed in the following parts.

1) Culture

As stated in 3.3.1, culture refers to a set of shared norms, values, background knowledge, basic assumptions, behavior and thought patterns of a given group. From

the perspective of the advertiser, to achieve the purpose of persuading the audience into paying attention to his product and further buying the product, the advertiser's active adaptation to the customers' culture should not be ignored.

Example 4.1: 万事俱备, 只欠东风 (advertisement of car) (see No. 4 of Appendix 1).
Everything is ready; you only lack a Dong Feng car.

In Chinese we have the idiom 万事俱备, 只欠东风, which means everything is ready; Only the decisive condition is needed. The idiom comes from a historical event, namely, Chibi War which happened at Three Kingdom periods (222—280 AD). At the end of East Han, Cao Cao gathered his army in force and attempted to defeat both Liu Bei and Sun Quan. After they knew Cao Cao's purpose, immediately Liu Bei allied his army with Sun Quan's army. At this time, Cao Cao joined all his warships together, which made it rather difficult for the alliance to defeat him. At this critical moment, the idea man Zhu Geliang proposed the idea that the easiest way to defeat Cao Cao was to use the fire and according to him since every thing was already so only east wind was needed. It is clear that in this historical story, 东风 refers to the east wind. Gradually, 东风 (east wind) is used to refer to the crucial factor which may directly affect the result. And in this advertisement the idiom 万事俱备, 只欠东风 is used for car advertising. Although the form of the advertisement is the same as the original idiom, the meaning has been changed a lot. And here 东风 is used to refer to a famous brand name of the car—Dong Feng car. Since in our culture the word 东风 is often used to describe the decisive condition, so when the customers read this advertisement they will naturally associate the Dong Feng car with the decisive condition. And they may also have a kind of feeling that the Dong Feng car is a good car and it deserves to have one.

Example 4.2: 项庄舞剑意在沛公 (advertisement of wine) (see No.11 of Appendix 1).

Xiang Zhuang performs the sword dance as a cover for his attempt on Pei Gong wine.

The idiom 项庄舞剑意在沛公 originally means Xiang Zhuang performs the sword dance as a cover for killing Liu Bang. In this idiom, there appear two historical figures and a historical event. In the idiom 项庄 refers to Xiang Yu and 沛公 means Liu Bang. The historical event in relation to the idiom is Hongmen Banquet. Once these two people met on Hongmen Banquet which was indeed a wassail, on that special occasion Xiang Yu's brainpower Fan Zeng suggested him to perform the sword dance as a cover for Liu Bang's life. But finally this was found out by Liu Bang's idea man. So at last Fan Zeng's plan turned out to be a failure. And since that time, the idiom is used to describe an action with a hidden motive. In this advertisement, the idiom is used to advocate the advertiser's product—wine. And in this advertisement 沛公 refer to the brand of the wine. As we know, the idiom originally refers to the story happened on the Hongmen Banquet—a wassail. It is easy for us to infer that on a wassail people usually drink a lot. In addition both Xiang Yu and Liu Bang are good at drinking. And when customers bear these assumptions in mind, it will be much easier for them to interpret the meaning of the advertisement.

2) Belief

As noted in 3.3.1, it means the feeling that something is definitely true or definitely exists. As far as the advertiser is concerned, in order to achieve the purpose of persuading the audience into buying the product, the advertiser's use of adaptation to the customers' beliefs should not be neglected.

Example 4.3: 吃不了, 兜着走 (advertisement of restaurant) (see No.8 of Appendix 1).

If you are unable to eat what you have ordered, you'd better take it away.

The idiom 吃不了, 兜着走 is always used to describe the person who lands himself in serious trouble. And when mentioning this idiom, the speaker often possesses a negative attitude. In this advertisement the idiom is adopted as the advertisement of restaurant and the people's belief is taken into consideration by the advertiser. As we know, during the past years tons of waste is disposed. Among them,

the wasted food takes up a certain amount of the total. As we know, it is difficult for us to place the garbage, and also the waste may affect our living environments. So gradually people pay their attention to the wasted things. And a belief that the leftover being ordered in the restaurant should be taken away has been planted in the modern people's heart. Besides, as we know, even when we are still the children our parents or teachers will impart the idea that nothing is to be wasted and when we do that we will feel ashamed. And definitely, the restaurant is the place where we often order more than we can eat but without taking them away. At this time, the food is determined to be wasted. If consumers can associate the advertisement with this, the advertiser's purpose can be easily understood.

Example 4.4: 读万卷书, 行万里路 (advertisement of travel on feet) (see No.43 of Appendix 1).

Walking thousands of miles is equal to reading thousands of books.

In tradition, we have the idiom 读万卷书, 行万里路, which compares reading ten thousand books to walking ten thousand miles. It means that after reading many books we will be both well informed and knowledgeable. The importance lies in the former part of the idiom. As far as the advertiser is concerned, people's belief is considered. In general, we have the belief that if we read more books then we will know more about the certain fields. In another word, through reading books we can be knowledgeable. As we all know, in the modern society, we only pay our attention to how much knowledge we have possessed but pay little or even no attention to our health. Consequently this advertisement tends to show us that doing exercises are as important as reading books. In this example, the idiom is employed by the advertiser and used as an advertisement of tour, so the importance lies in the latter part. Originally, the word 万 (ten thousand) in the idiom refers to the countless number, while in this advertisement the second 万 refers to a certain amount, namely, ten thousand miles. Thus the advertisement can be interpreted as follows: reading more books is important and desired but do not ignore the health of your body, and now a good chance is being offered, so just join us and build up your body.

4.3.1.2 Linguistic context analysis

When the advertiser is concerned, the use of linguistic context is always adapted to his purpose of advertising. As far as the FUOI data in Type 1 are concerned, both highlighting and intertextuality will be analyzed within the range of linguistic context.

1) Using homonym in highlighting

In Section 3.3.1, we defined the highlighting as the word in the FUOI which is surrounded by the quotation marks. Several examples can be found concerning highlighting, after a careful study of these examples, it is interesting to find out that the advertiser uses homonym as well as quotation marks to achieve his purpose of highlighting. So this part will be discussed under the name of using homonym in highlighting.

Example 4.5: 劝君莫失良“机” (advertisement of Beep-Pager) (see No.18 of Appendix1).

You can not miss the chance to have this Beep-Pager.

The idiom 莫失良机 originally means that we should grasp every good opportunity. One meaning of the word 机 can be interpreted as opportunity. Another meaning is machine. And when it is used in this example, the word 机 is used as a homonym and is surrounded by the quotation marks. As we know, the quotations marks are usually used to highlight something. As this is an advertisement of Beep-Pager so the word 机 mentioned in the advertisement refers to Beep-Pager. Thus we can infer that the quotation marks used here is applied as highlighting by using which the advertiser are both to attract his potential customers' attention and emphasize the importance of his product. Meanwhile he also tries to show that the word 机 in the example is different from its meaning in the original idiom.

Example 4.6: 虎丘味精, “鲜”为人知 (advertisement of monosodium glutamate) (see No.28 of Appendix 1).

Hu Qiu monosodium glutamate is famous for its delicious taste.

The FUOI in this advertisement originates from the idiom 鲜为人知 which means that only few people know the matter. In another word, something is not so popular among people. As we know, the function of monosodium glutamate is to make our dishes delicious. And when it is used as the advertisement of monosodium glutamate, it refers to the popularity of its good taste among people. Similar to the Example 4.5, the word 鲜 (delicacy) of the idiom is surrounded by the quotation marks and is used as a homonym. By highlighting the word 鲜 (delicacy), the advertiser aims to advocate the delicacy of Hu Qiu monosodium glutamate.

2) Intertextuality

As pointed out in 3.3.1, it refers to a text that has a close connectedness with other texts. And the text can be understood with certain degree of knowledge about other texts.

Example 4.7: 与你的肌肤相亲相爱 (advertisement of fancy soap) (see No. 1 of Appendix 1).

This kind of fancy soap is soft to your skin and you will like it henceforward.

In this advertisement the FUOI 相亲相爱 is used as an intertextuality. In tradition, we have the idiom 相亲相爱, which is used to refer to the couples who are kind to each other and love each other. And when this idiom is mentioned, we always associate it with a good feeling and positive meaning. In this example, the advertiser uses the idiom to describe the relationship between the man and the thing—fancy soap. As we know, we only use this idiom to describe human beings. The reason that makes the advertiser to use this expression is that by using this idiom a good feeling can be caused among his potential customers. Meanwhile the customers may interpret the advertisement as follows: like the lover, the fancy soap will be soft to our skin.

Example 4.8: 一夫当关, 万夫莫开 (advertisement of door) (see No.9 of Appendix1).

Once you have this theft-proof door on, no thief can enter your house.

It is clear that the idiom 一夫当关, 万夫莫开 in this advertisement is used as an intertextuality. It originally refers to a strategic place where no man can have access to it. The idiom has a close relation to the word “safety”. So when talking about this idiom, people may have a sense of safety. But how could this be understood in this advertisement? The consumer may probably have the following assumptions: the door is used to protect me from attacking and can protect my possessions, so if I buy the door and install in my house, then nobody else can enter my house. And here nobody else who is mentioned in the ideal customer’s assumptions definitely refers to the thief. Then the advertisement can be understood.

4.3.2 Contextual adaptation analysis of Type 2

According to the Table 4.1, 72 items can be classified into this type. And the data mainly come from books, internet and newspapers. Among them, 50 of the items come from books, 17 items come from internet, 3 items come from newspapers and 2 items come from magazines.

4.3.2.1 Non-linguistic context analysis

As we have stated before that Type 2 refers to the form of the idiom which is changed. With regard to Type 2, the discussion mainly focuses on the following three prominent elements in the non-linguistic context of adaptation: person deixis, culture and belief.

1) Person deixis

It includes the expressions which necessarily refer to participant roles in the speech event (for the detail, see 3.3.1). By using the person deixis, the advertisements can be adapted well to the advertiser’s purpose of advertising.

Example 4.9: 我只动口, 不动手 (advertisement of mobile phone) (see No.7 of Appendix 2).

When calling I can talk while set my hands free.

In this FUOI advertisement, 我 (I) is used as first person deixis. The original idiom should be 君子动口不动手 which means gentleman should be well behaved and even when he is under attacking what he needs to do is to argue other than to attack. So to some extent 我 (I) is compared as the gentleman which refers to any potential customers. In addition, if these customers bear in mind that if they buy the mobile phone, they will have a set of earphone as an accessory. And if they wear this on when they are calling then their hands can be free from holding it. Only in this way, can the advertiser's meaning be interpreted.

Example 4.10: 你安居，我乐业 (advertisement of house property) (see No.8 of Appendix 2).

You live in peace while we work in contentment.

Two person deixis are used in this advertisement. One is the first person deixis 我 (I) and another is the second person deixis 你 (you). The original idiom should be 安居乐业 which means people live and work in peace and contentment. In this advertisement the original idiom is divided into two parts and a person deixis is added to each part. Here the second person deixis 你 (you) refers to the potential customers and the first person deixis 我 (I) refers to the advertiser who has this house built. So the advertisement should be understood as follows: you will live in peace and we will work in contentment.

2) Culture

In order to attract the potential customers' attentions meanwhile achieve the adaptation, the advertiser always pays his/her attention to the customers' culture.

Example 4.11: 路遥知马力，日久见“跃进” (advertisement of car) (see No.2 of Appendix 2).

Time reveals the effectiveness of Yue Jin car.

In this advertisement, the FUOI 路遥知马力, 日久见“跃进” originates from the idiom 路遥知马力, 日久见人心. And this idiom is first appeared in a novel of Yuan Dynasty. The original meaning of the idiom means that the time not only reveals the power of a horse but also reveals a person's heart. Gradually, this idiom only means that time reveals a person's heart. In another word, nowadays this idiom is always used to describe human beings. When this culture-loaded expression is applied to the advertisement, the last two characters 人心 (a person's heart) has been replaced by 跃进 (Yue Jin). And here 跃进 is used to refer to a brand name of the car—Yue Jin car. Thus the meaning being conveyed by this advertisement can be interpreted as time will reveal the power of the car and in the long run the Yue Jin car is better than other brands.

Example 4.12: “辽河”后浪推前浪, 一代更比一代强 (advertisement of refrigerator) (see No. 21 of Appendix 2).

The quality of Liao He refrigerator improves steadily.

The advertisement “辽河”后浪推前浪, 一代更比一代强 is adapted from the idiom 长江后浪推前浪, 一代更比一代强. This idiom initially comes from a children's book which is published in Qing Dynasty. It is originally used to impart the children with the idea that they should set up their minds to study hard and finally surpass the past generations. With the years pass by, the idiom is still used to show the idea that young generation should work hard to surpass their past generations. In this advertisement, the idiom is in its flexible use and the first two words 长江 (Yangtze River) are replaced by 辽河 (Liao He). As we know, 长江 refers to Yangtze River which is the longest river in China. Together with Yellow River, they are considered as our motherly rivers. Since we live by these two rivers, so in the original idiom 一代 refers to one generation, that is, one generation of the Chinese. For this is an advertisement of refrigerator and 辽河 concerns with the brand of the refrigerator, so the words 一代 here should be interpreted as one generation of Liao He refrigerators. Thus the meaning of the advertisement can be inferred as follows: Liao He refrigerator improves steadily, and it becomes better and better.

Example 4.13: 巧妇难为无锅之炊(advertisement of iron pan) (see No.22 of Appendix 2).

The cleverest housewife can't cook a meal without an iron pan.

The FUOI 巧妇难为无锅之炊 in this advertisement is adapted from the idiom 巧妇难为无米之炊. The idiom initially originates from a poem which is written by a famous poet Lu You in Song Dynasty. Its literal meaning can be interpreted as even the cleverest housewife can't cook a meal without rice. Gradually, this idiom is used to refer to a situation where the conditions needed are lack of and it is impossible to complete the task. And when this idiom is used as the advertisement, the word 锅 (iron pan) is used in place of another word 米 (rice). By using the word replacing, two purposes of the advertiser can be achieved: first, it can attract the customers; second, the advertiser aims to advocate that without the iron pan, it is impossible for you to make dishes. Besides, the meaning implied in the advertisement can be deduced as with this iron pan definitely you can cook a delicious meal.

3) Belief

As we have stated before, in order to meet his/her purpose of adaptation, the advertiser often takes the widely accepted beliefs into consideration when he/she advocates the product.

Example 4.14: “闲”妻良母 (advertisement of washing machine) (see No.12 of Appendix 2).

By using this washing machine you will be an idle wife but good mother.

The FUOI “闲”妻良母 in this example is changed from the idiom 贤妻良母 which is often used as an commendation for the female. And it means that a female as a wife she should be able and virtuous while as a mother she should be kind to her children. It is known to all that this is a belief which is deeply rooted in our minds. In this advertisement in order to achieve the purpose of advertising, the idiom is adapted to the advertisement of washing machine, and the people's belief is taken into

consideration by the advertiser. By replacing the word 贤 (virtuous) into 闲 (idle), the advertiser seems to adapt to the belief of the customers. And according to him, this kind of washing machine is a good helper of women, thus mothers and wives can have more spare time meanwhile the washer is just like a good mother as well as a considerate wife.

Example 4.15: 地酒天长 (advertisement of wine) (see No.19 of Appendix 2).

The wine will last forever.

In general, it is our belief that something which will last forever is viewed as the best one. A life that will last forever is desired and it can be well exemplified from some of historical stories. So in the ancient times, some chemists are called in by emperors to refine the pills which can prolong their lives. Although this turns out to be a failure, we still use the idea to express our best wishes especially for the friendship and for love. As we know, in our culture an idiom 地久天长 is often applied to express such a kind of meaning. In this advertisement, the advertiser probably knows the people's wish for the eternity. And from the advertiser's point of view, he wishes his wine to endure in the market for a long time. So the idiom is adapted to the customers' beliefs with the changing of the word 久 (long) into 酒 (wine).

4.3.2.2 Linguistic context analysis

After a careful study of the FUOI data in Type 2, the advertiser's use of linguistic context in adaptation to his advertising purpose can be found. As far as the FUOI data in Type 2 are concerned, both ellipsis and repetition will be analyzed. Besides, highlighting as well as intertextuality will be discussed.

1) Ellipsis

By mentioning ellipsis here, we mean the leaving out of words or phrases from sentences (see 3.3.1).

Example 4.16: 大石化小, 小石化了 (advertisement of medicine) (see No.5 of Appendix 2).

The medicine can turn the big calculus in your body into a small one and further makes it disappear.

An ellipsis can be found in this example, that is, the use of the word 小 (small) (the first one) in the sentence is elliptical for 小石 (small calculus). The advertisement in this example is changed from 大事化小, 小事化了 which means after careful settlement, the big problem will become a small one and can be gradually tackled. It is clear that the idea being conveyed in this idiom is that problems can be handled with the help. Since this is an advertisement of medicine, so the help mentioned by the advertiser refers to the anti-calculus medicine. By changing the word 事 (problem) into a more appropriate one 石 (calculus), the advertiser's motive can be carried out.

2) Repetition

In 3.3.1, we have defined that the repetition in the present thesis refers to using the same word for more than one time.

Example 4.17: 身在“伏”中不知“伏” (advertisement of air conditioning) (see No. 13 of Appendix 2).

Even in the hot season you will not feel hot.

It is obvious that the second 伏 (hotness) is used as a repetition in this advertisement. As far as this word is concerned, we always associate it with the state of hotness and sweat. So the purpose for the repeated use of the word 伏 (hotness) is to cause a state of hotness among the customers and further make them feel uneasy. At this time, a solution is given by the advertiser, that is, by using the air conditioning advertised by him/her such a state of hotness and sweat will no longer exist.

3) Using homophone in highlighting

Quite similar to the using of homonym in highlighting in Type 1, in this type,

namely, Type 2 the advertiser uses the homophone as well as the quotation marks in achieving his/her purpose of advertising.

Example 4.18: 小 QQ 大显“省”手 (advertisement of car) (see No.31 of Appendix 2).

Little QQ car is good at oil-saving.

As we know, the car owners need to spend a lot of money on the fuels for their cars each year. This kind of phenomenon may lead to a result that some would be car owners may hesitate to buy cars. For it seems that the oil needed for cars may cost them a great amount of money. In this advertisement, 省 (save) is used as a highlighting which is surrounded by the quotation marks and is the homophone of the word 身 (oneself). By using the highlighting, the advertiser's purpose is to advocate that his QQ cars are good at oil-saving and can save money for the customers as in comparison with other brands.

Example 4.19: “工”到自然成 (advertisement of the industrial and commercial bank of china) (see No.51 of Appendix 2).

With the help of ICBC you will be a successful man.

The FUOI in this example is adapted from the idiom 功到自然成 which initially means that after hard working success can be achieved. Quite similar to the above example, 工 (ICBC) in the advertisement is used as a highlighting and is the homophone of the word 功 (hard working). The meaning implied can be inferred as follows: first, this Chinese character is short for the industrial and commercial bank of china (ICBC) which is used to grasp the customers' attention; second, the ICBC is as effective as hard working which can also lead to success.

4) Intertextuality

As a common phenomenon, the advertisements that have close connectedness with the idioms can be found in Type 2 and some of them will be discussed below.

Example 4.20: 一举多得 (advertisement of house) (see No.37 of Appendix 2).

You can kill many birds with one stone.

The FUOI 一举多得 in this example is used as an intertextuality which has a close connectedness with the idiom 一举两得. The idiom means killing two birds with one stone or shooting two hawks with one arrow. In another word, it means get twice the results with one effort. As the advertiser substitutes the word 两 (two) for 多 (more), it can be interpreted as if the customers buy his houses then they can get multiple repayment at the same time such as convenience, safety, quietness, higher social status, good living conditions, good environment etc.

Example 4.21: 一心二意, 照样钓鱼 (advertisement of fishing rod) (see No.45 of Appendix 2).

You can still do other things while fishing.

In this advertisement, the FUOI 一心二意 is an intertextuality. And it has a close relation to the idiom 一心一意. Besides, the FUOI in the example can be understood with certain degree of knowledge about the idiom 一心一意. As we know, the original idiom intends to convey the meaning that when we do something we should be whole-heartedly otherwise we can not make it. In another word, only one thing can be done at one time. And if we do more than one thing at the same time, that will be unacceptable for our attention will be distracted. But in this example, this idea is totally changed into 一心二意 which means we can do two things at the same time without disturbing. More straightforward, the customers can still do other things while fishing.

In general, this section aims to testify the interpretation power of Verschueren's contextual adaptation in the FUOI data in both Type 1 and Type 2. The analysis of the data is carried out from the following two perspectives: non-linguistic context and linguistic context. Meanwhile both the social world and the mental world are discussed under non-linguistic context. From the above analysis, we can conclude that some of the elements mentioned by Verschueren in his contextual adaptation can be

analyzed in the FUOI data, thus to some extent, it can be testified.

4.4 Pragmatic strategies used in the FUOI data

Of all the 117 data, they could be classified into two big categories, namely, the form-unchanged type (Type 1) and the form-changed type (Type 2) (see 3.3.2). In this section each of the categories will be further classified into some specific pragmatic strategies according to the FUOI data in Type 1 and Type 2.

4.4.1 Pragmatic strategies used in Type 1

After a careful study of the FUOI data in Type 1, the following pragmatic strategies can be found.

Strategy 1: using personification

Originally, some idioms are used to describe the human beings. And when these idioms are applied to the products advertised, the advertisements seem to be much more attractive and vivid. Some of such usages can be found in the following examples.

Example 4.22: 与你的肌肤相亲相爱 (advertisement of fancy soap) (see No. 1 of Appendix 1).

This kind of fancy soap is soft to your skin and you will like it henceforward.

The idiom *相亲相爱* is originally used to describe the good relationship between people, especially between the lovers. And when it is applied to this advertisement, the advertiser tries to present the good relationship between his/her customers and the fancy soap. And the fancy soap here is compared as a person, more specifically, the lover.

Example 4.23: 任劳任怨, 只要还剩一口气 (advertisement of tire) (see No.2 of Appendix 1).

It is willing to bear the burden of hard work even if it is nearly flat.

Originally, *任劳任怨* means the person who works hard and is not upset by the criticism. In the example, it is used to modify the thing, namely, tire. So the meaning implied can be interpreted as: the tire is just like a person and is willing to bear the burden of hard work.

Example 4.24: *一毛不拔* (advertisement of toothbrush) (see No.3 of Appendix 1).

No hair will fall off the toothbrush.

We always use the idiom *一毛不拔* to describe the person who is very stingy and even unwilling to give his/her own possessions. When it is applied in this advertisement, it means that the toothbrush is like a stingy man and unwilling to give a hair. In another word, no hair will fall off it.

Strategy2: using homonym

By mentioning homonym, we mean that a word that is spelt the same and sounds the same as another, but it is different in meaning. Here are some examples concerning this strategy.

Example 4.25: *有眼不识泰山* (advertisement of travel agency) (see No. 12 of Appendix 1).

It is a pity that you fail to see the Tai-shan travel agency.

As we know, the idiom *有眼不识泰山* originally concerns with people's ignorance of the Tai-shan Mountain which to some extent has a derogatory meaning. And *泰山* (Tai-shan) in the idiom refers to the name of a famous mountain. But in this advertisement *泰山* is used as a homonym and it refers to the name of the travel agency.

Example 4.26: *千军易得，一将难求* (advertisement of refrigerator) (see No.23 of Appendix 1).

It is easy for you to buy a refrigerator, but it won't be easy for you to buy one with Jiangjun brand.

The idiom originally expresses the meaning that it is difficult to find a leader of an army, which on the contrary shows the important role that a leader plays in an army. And 将 in the idiom concerns with the leader while used in this advertisement it is employed as a homonym and it refers to the brand name of the refrigerator. Thus according to the advertiser, his attitude towards the advertisement can be summarized as follows: his 将 is superior to others 千军 which advocates the leading role of this brand among others. This could be appreciated by the consumers when they realize this.

Strategy 3: using pun

Pun here refers to the amusing use of a word that has two meanings. After a care study of the FUOI data in Type 1, punning as a pragmatic strategy can be found.

Example 4.27: 万事俱备, 只欠东风 (advertisement of car) (see No. 4 of Appendix 1).

Everything is already, you only lack a Dong Feng car.

As we know, the idiom 万事俱备, 只欠东风 refers to a historical event—Chibi War which happened at Three Kingdom periods. And in the idiom 东风 (east wind) refers to the decisive condition. While in this advertisement, it refers the Dong Feng car. So the advertisement means that the Dong Feng car plays a very important role in our daily lives and it can bring a success to us.

Example 4.28: 项庄舞剑意在沛公 (advertisement of wine) (see No.11 of Appendix 1).

Xiang Zhuang performs the sword dance as a cover for his attempt on Pei Gong wine.

Traditionally, the idiom 项庄舞剑意在沛公 refers to the story happened on Hongmen Banquet. And in deed this banquet is a kind of wassail. As we know, people usually drink a lot on a wassail. Besides both 项庄 (Xiang Zhuang) and 沛公 (Pei Gong) mentioned are good at drinking. So when this idiom is used as the

advertisement, the meaning of 沛公⁴ is changed and it is used as the brand of the wine—Pei Gong wine.

Strategy 4: commendatory use of derogatory meaning

In tradition, some idioms are only used to express the negative or derogatory meanings. While in the present FUOI data, they are used flexibly to express the quite contrary meanings.

Example 4.29: 两面三刀 (advertisement of kitchen knife) (see No. 5 of Appendix 1).
Both sides of the kitchen knife can be used and it is as good as three kitchen knives.

Traditionally, the idiom 两面三刀 has a derogatory meaning and is often used to describe the person who is good at double-dealing. While in the advertisement of kitchen knife, it is used flexibly to show the multifunction of the kitchen knife.

Example 4.30: 吃不了, 兜着走 (advertisement of restaurant) (see No.8 of Appendix 1).

If you are unable to eat what you have ordered, you'd better take it away.

As we all know, the idiom 吃不了, 兜着走 is originally used as a derogatory expression which means someone who lands himself in serious trouble. When this idiom is used in the advertisement, it has a commendatory meaning. It encourages the customers to take away the food rather than to waste the food.

Strategy 5: using exaggeration

Exaggeration is the deliberate use of overstatement to achieve emphasis. Besides the above three mention pragmatic strategies, the use of exaggeration can also be found in the present FUOI data.

Example 4.31: 无所不包 (advertisement of jiaozi restaurant) (see No.24 of Appendix 1).

All kinds of stuffing can be found in the jiaozi.

Definitely, the FUOI 无所不包 for advertisement of jiaozi restaurant is used as an exaggeration. As we know, in our daily lives, we have tens of thousands of food and it seems impossible to embrace all. Besides, in reality, only a few types of jiaozi can be found in the market.

Example 4.32: 天涯何处无芳草 (advertisement of toothpaste) (see No.16 of Appendix 1).

Fang Cao toothpaste can be found everywhere.

The idiom 天涯何处无芳草 initially refers to that good things can be found everywhere. Nowadays, this idiom also has a specific meaning that good girls can be found everywhere. We can conclude that the words 芳草 are often used to refer to good things or good girls. In the present advertisement it is used as the brand name of the toothpaste—Fang Cao toothpaste. And it has an implied meaning that this toothpaste is a good thing which can be found everywhere. In fact, it is impossible for us to find the Fang Cao toothpaste in every place. So to some extent, this is used as an exaggeration.

4.4.2 Pragmatic strategies used in Type 2

In the previous part we discussed the pragmatic strategies used in Type 1, in this part we will explore the pragmatic strategies used in Type 2.

Strategy 1: using personification

By using personification as a strategy the advertiser's purpose can be well achieved. In this type several examples in relation to using personification can be found.

Example 4.33: 百衣百顺 (advertisement of electric iron) (see No.43 of Appendix 2).

With the iron all your clothes can be well pressed.

百衣百顺 is the flexible use of the idiom 百依百顺. The idiom is always used to describe the person who is docile and obedient. In this example, the electric iron is

personified as a man who is docile and obedient at the same time devotes all himself in clothes pressing.

Example 4.34: 专食人间烟火 (advertisement of cooker hood) (see No.14 of Appendix 2).

It is for smoke absorbing.

The FUOI in this example is used as a personification which is adapted from the idiom 不食人间烟火. As we know, the original idiom is used to modify the person who does not eat the ordinary food. In the example, the FUOI compares the cooker hood as a man who only “eats” the smoke.

Strategy 2: using homophone

It means a word that sounds the same as another but is different in spelling and meaning. According to the FUOI data in Type 2, using homophone can be regarded as one of the most frequently used strategies.

Example 4.35: 家有飞鹿, 随心所浴 (advertisement of water heater) (see No.1 of Appendix 2).

Once you have Fei Lu water heater at home, you can have a bath at any time as you like.

As we know, the Chinese idiom 随心所欲, which means doing something as one likes. And when it is changed into 随心所浴, it means you can wash your body at any time as you like. 随心所浴 is the flexible use of the idiom 随心所欲. And the word 浴 (bath) is the homophone of 欲 (wish).

Example 4.36: “骑”乐无穷 (advertisement of motorcycle) (see No.23 of Appendix 2).

The boundless joy comes from riding.

In Chinese we have the idiom 其乐无穷 which is always used to refer to the boundless joy which often comes from taking part in some activities. And in this

example, 骑 represents a specific activity—riding. Furthermore, the word 骑 (ride) in the FUOI “骑”乐无穷 is used as the homophone of another word 奇 (peculiar).

Example 4.37: 一旦拥有，别无“锁”求 (advertisement of lock) (see No.11 of Appendix 2).

Once you have the lock you will not look for another one.

In this advertisement, the general desire for the advertiser is to sell his lock. In order to reach his goal, the FUOI which originates from 别无所求是 used to attract his customers attention. The original idiom refers to the person who is content with his present condition and has no further requirements. As far as the advertiser is concerned, he wants his customers to be content with his lock and will not look for other brands. So by using the homophone 锁 (lock) of the word 所 (need), his aim is thus realized.

Strategy 3: commendatory use of derogatory meaning

Commendatory use of derogatory meaning is a strategy commonly adopted by the advertiser. Here are two related examples.

Example 4.38: 身在“伏”中不知“伏” (advertisement of air conditioning) (see No. 13 of Appendix 2).

Even in the hot season you will not feel hot.

In this example, the original idiom should be 身在福中不知福. And it is always used to criticize the person who is not content with the happy life he/she lives in. So to some extent, it has the derogatory meaning. And in this advertisement, by replacing the word 福 (happiness) into 伏 (hotness), the advertiser aims to show his commendatory comment on his product.

Example 4.39: 英雄难过美菱关 (advertisement of refrigerator) (see No.52 of Appendix 2).

Even the hero can not resist the temptation of Mei Ling refrigerator.

It is clear that *英雄难过美菱关* is the flexible use of the idiom *英雄难过美人关*. As we know, the idiom is used to refer to the person who infatuated with beauties which finally lead him to a total failure and become notorious. It is clear that the idiom has a derogatory meaning. But when the word *美人* (beauty) is changed into *美菱* (Mei Ling), the meaning is also changed into a commendatory one. And thus the advertisement is used as praise for the Mei Ling refrigerator.

Strategy 4: using parody

Parody using is a common strategy adopted by the advertiser. Some of examples can be found in the following FUOI data.

Example 4.40: *六神“有”主，一家无忧* (advertisement of toilet water) (see No. 20 of Appendix 2).

You will not be in a state of utter stupefaction any more, what's more and the whole family can be protected.

In this example, the FUOI *六神“有”主* is changed from the idiom *六神无主*. The idiom means all six vital organs of person fail to function and it is in a state of utter stupefaction. And it is often used to refer to a situation when people feel uneasy and do not know what to do. In this advertisement, the advertiser changes the original word *无* (have no) into *有* (have) to achieve the negation. Thus the meaning being implied by the advertisement can be interpreted as people not only know what to do but also in a good mood.

Example 4.41: *疗效胜于雄辩* (advertisement of medicine) (see No.49 of Appendix 2).

The effectiveness of the treatment speaks louder than words.

Obviously, *疗效胜于雄辩* in this example is a parody of the idiom *事实胜于雄辩*. As we know, the idiom is always used to express the meaning that actions speak louder than words. In another word, the fact turns out to be more persuasive than the

eloquence. When the advertiser uses the words 事实 (fact) to substitute for 雄辩 (eloquence). He tends to highlight the effectiveness of the medicine being advertised.

Example 4.42: 出口便成章 (advertisement of dictation recorder) (see No.42 of Appendix 2).

As soon as the words flow from the mouth, the text appears.

In this example, as compared to the original idiom 出口成章 a new word 便 (as soon as) is added. The idiom means words flow from the mouth as from the pen of a master and is often used to describe the person who has an outstanding eloquence. By adding a new word the advertisement aims to propose that the dictation recorder is very effective and it can immediately record the words flowing from the speaker's mouth.

From the above discussed examples in this strategy, it is obvious to find out that there exist three different kinds of parody in this type. In Example 4.41, the advertiser uses the negation of the idiom to achieve the purpose of parody; in Example 4.42 the idiom is adapted simply by words replacing and in the last example, the adding of one new word to the original idiom can be found.

Strategy 5: using reverse order

It refers to the opposite order to what is usually stated. In tradition, the idiom is arranged in a certain order. But in the present FUOI data, some of them are used in its reverse order.

Example 4.43: 不怕货比货, 只怕不识货 (advertisement of camera) (see No.26 of Appendix 2).

It is not afraid of the comparison to other cameras but rather people's failure in distinguishing the bad one from the good one.

The advertisement in this example is adapted from the idiom 不怕不识货, 只

怕货比货. It has the meaning that it does not matter if you are not familiar with the product, because after the comparison with other products definitely you can say which one is good and which one is bad. When the order of the idiom is reversed, the advertiser desires to advocate that his camera is superior to others.

Example 4.44: 苦口良药 (advertisement of medicine) (see No.46 of Appendix 2).

Good medicine tastes bitter.

It is clear that the advertisement is changed from the idiom *良药苦口*. Obviously, the idiom originally means that good medicine tastes bitter and gradually it refers to the advices which may cause unhappiness but indeed they are both good and useful for us. In this advertisement, by changing the order of the idiom the main purpose is to attract the potential customers' attentions.

Strategy 6: using word-splitting

Traditionally, the idiom is regarded as a whole and it is in a certain sequence. In the FUOI data, some idioms in the advertisements are split into two parts. There are three kinds of words splitting, which can be shown in the following three examples.

Example 4.45: 我只动口, 不动手 (advertisement of mobile phone) (see No.7 of Appendix 2).

When calling I can talk while set my hands free.

In this advertisement, the FUOI *我只动口, 不动手* is changed from the idiom *君子动口不动手*. It is clear that the initial idiom is divided into two parts and at the same time the first two characters are replaced. The initial idiom expresses the meaning that the gentleman only argues for the truth rather than fights for it. In his advertisement it means when calling we can talk while set our hands free. It is clear that the advertiser aims to show the convenience of the mobile phone.

Example 4.46: 你安居, 我乐业 (advertisement of house property) (see No.8 of Appendix 2).

You live in peace while we work in contentment.

In this example the idiom 安居乐业 is split into two parts. Both the word 你 (you) and 我 (I) are added to these two parts separately. The idiom originally refers to a state that people live in peace and work in contentment. And when the idiom is split into two parts while with two words added. It means the buyers of the house will live in peace while the seller of the house will work in contentment because their house will be sold out.

Example 4.47: 口服, 心服 (advertisement of beverage) (see No.25 of Appendix 2).
Drink it, like it.

Similar to the above mentioned examples, in this example the idiom 心服口服 is split into two parts meanwhile these two parts are in a reverse order. The idiom means someone is sincerely convinced by others. In this advertisement, according to the trait of the product, 口服 (drink) is placed before 心服 (believe). For it is a common sense that before we comment on the beverage we should first drink some. And the meaning implied in this example can be inferred as that this beverage is of good taste.

In this section, the pragmatic strategies used in both Type 1 and Type 2 are explored. And in Type 1 five different pragmatic strategies can found while in Type 2 as many as six pragmatic strategies can be found.

4.5 Summary

In brief, the major purpose of this chapter is to present a description of data analysis. In section 4.2, a general description of all the data in terms of their classifications, their number and the methods of the data collection are given. After that a detailed contextual adaptation analysis of the data collected, and the strategies used are discussed in section 4.3 and section 4.4 respectively.

As we mentioned earlier, section 4.3 is set for testifying the interpretation power of Verschueren's contextual adaptation in the present FUOI data. And after a

careful data analysis, some of the elements he mentioned in his contextual adaptation can be analyzed. When non-linguistic context is concerned, both culture and belief are discussed in Type 1, while besides these two factors, person deixis is also discussed in Type 2. As far as the linguistic context is concerned, for Type 1 highlighting and intertextuality are discussed while for Type 2 in addition to the above mentioned two elements, ellipsis and repetition are explored (see Figure 4.1).

As pointed in 3.3.2 the pragmatic strategies used in the FUOI data can be generally categorized into two different types, namely, the form-unchanged type and the form-changed type. And according to the data analysis of the pragmatic strategies used in both type 1 and Type 2, these two types can be further classified into several specific pragmatic strategies. In order to have a better understanding of the pragmatic strategies analyzed in the section 4.4, thus a figure will be given below (see Figure 4.2).

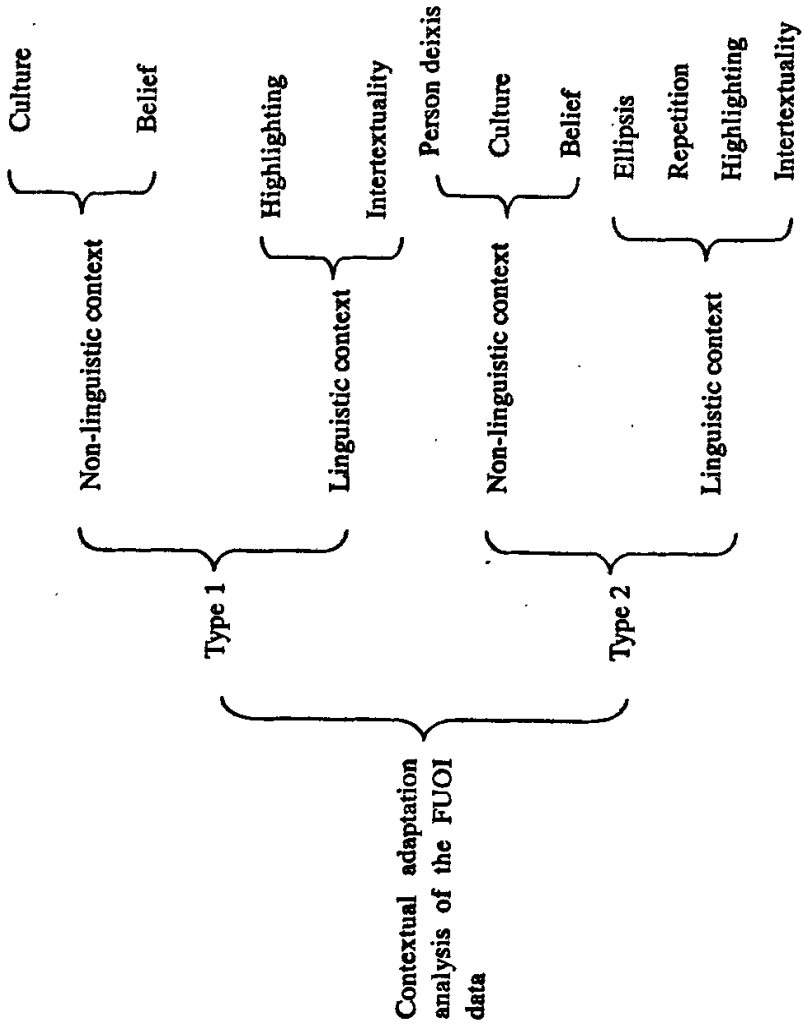


Figure 4.1 Contextual adaptation analysis of the FUOI data

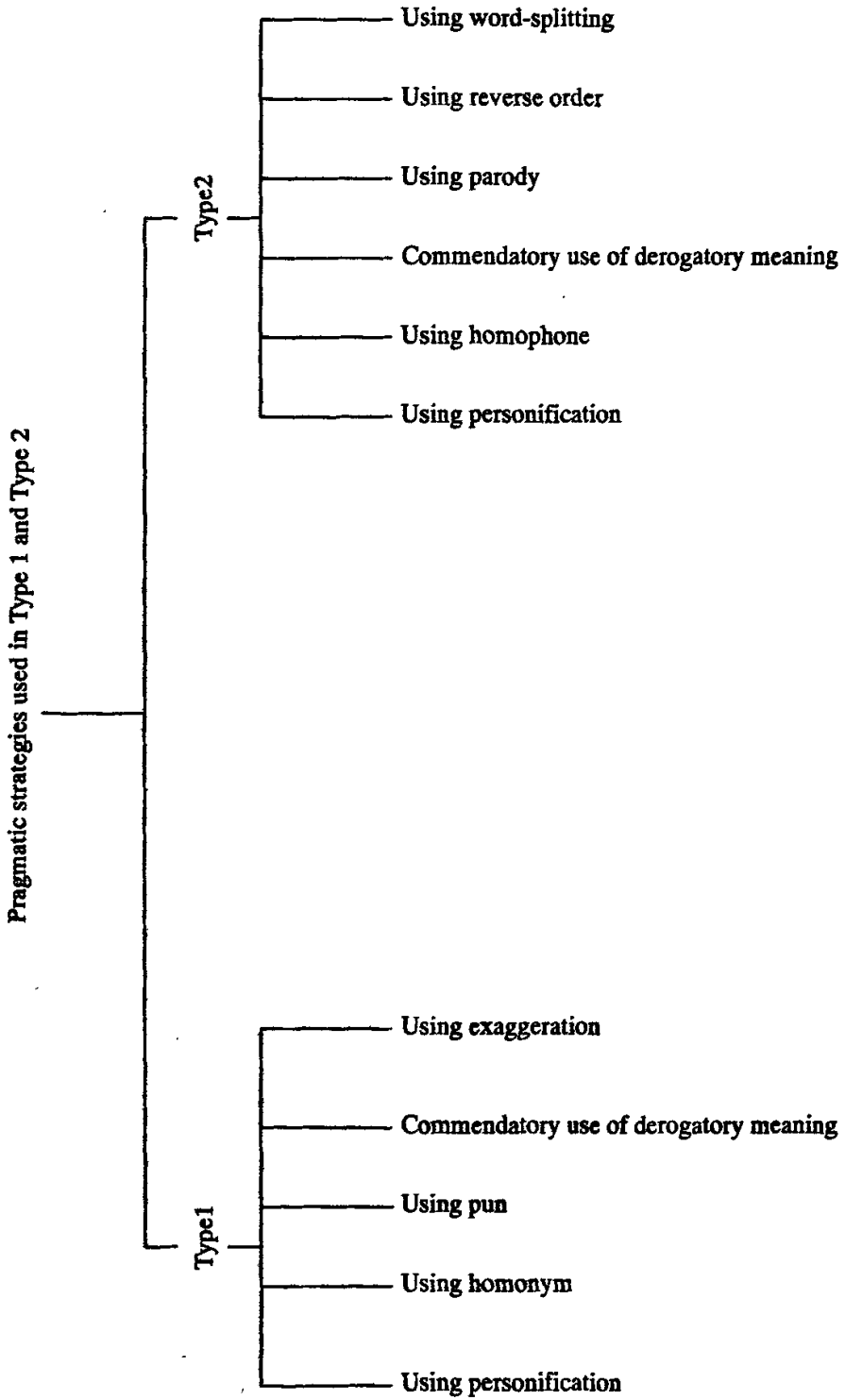


Figure 4.2 Pragmatic strategies used in Type 1 and Type 2

Chapter Five

Conclusion

5.1 Introduction

The present study is intended to use Verschueren's contextual adaptation perspective to analyze the FUOI in Chinese advertisements and to find out the pragmatic strategies used in the FUOI data collected. A review of the related literature is given in Chapter Two and a theoretical framework for the present study has been established in Chapter Three. In Chapter Four, some FUOI data are given and discussed within the theoretical framework. On such a basis, in this chapter it is time now to conclude this study. At the same time, the summary of major findings, implications and limitations of the present study will be explored, and also some suggestions for further studies will be recommended. More explicitly, major findings will be discussed in 5.2. Implications will be given in 5.3. Finally, limitations of the study and suggestions for further studies will be analyzed in 5.4.

5.2 Major findings

5.2.1 A perspective of contextual adaptation

Here in the thesis, the Verschueren's contextual adaptation is utilized as a part of the theoretical frame work in analyzing the FUOI in Chinese advertisements (see 3.3.1). Only three elements are discussed: the social world, the mental world and linguistic context. And the former two elements are presented under the name of non-linguistic context of adaptation. According to Verschueren, the social world involves person deixis, attitudinal deixis, social settings or institutions, culture etc.; the mental world involves personality, emotions, beliefs and so forth and the linguistic context includes conjunction, highlighting, ellipsis, repetition, intertextuality etc. (see Figure 3.1).

After a careful study of the FUOI data both in Type 1 and Type 2, some contextual factors mentioned by Verschueren are not so prominent in the FUOI data while some others turn out to be prominent in the data. Owing to a limited space, only some prominent data in relation to the contextual adaptation are analyzed as examples. In Type 1, both culture and belief turn out to be prominent elements in the non-linguistic context, meanwhile both highlighting and intertextuality can be found as the prominent elements in the linguistic context (see 4.3.1). In Type 2, person deixis, culture and belief in the non-linguistic context as well as ellipsis, repetition, highlighting and intertextuality in the linguistic context are found out to be remarkable in the FUOI data (see 4.3.2). According to these FUOI data, in general, there are three different kinds of contextual adaptation by which the advertiser always adopts and they will be given in the following three figures.

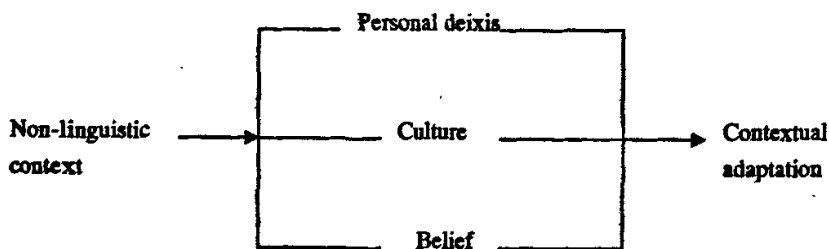


Figure 5.1 Factors of non-linguistic context to achieve contextual adaptation

Figure 5.1 shows that the non-linguistic context is widely used by the advertiser to achieve contextual adaptation in the FUOI data, for example the culture in Example 4.1, belief in Example 4.4 and person deixis in Example 4.9.

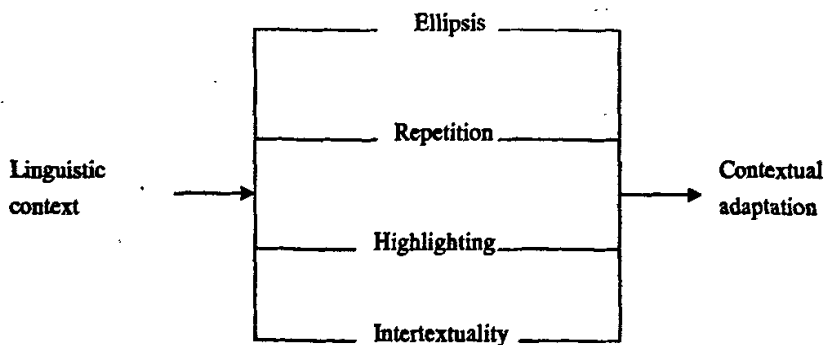


Figure 5.2 Factors of linguistic context to achieve contextual adaptation

According to the FUOI data, besides the non-linguistic context, the linguistic context is also considered by the advertiser in contextual adaptation achieving, as shown in Figure 5.2, for example ellipsis in Example 4.16, repetition in Example 4.17, highlighting in Example 4.6 and intertextuality in Example 4.7.

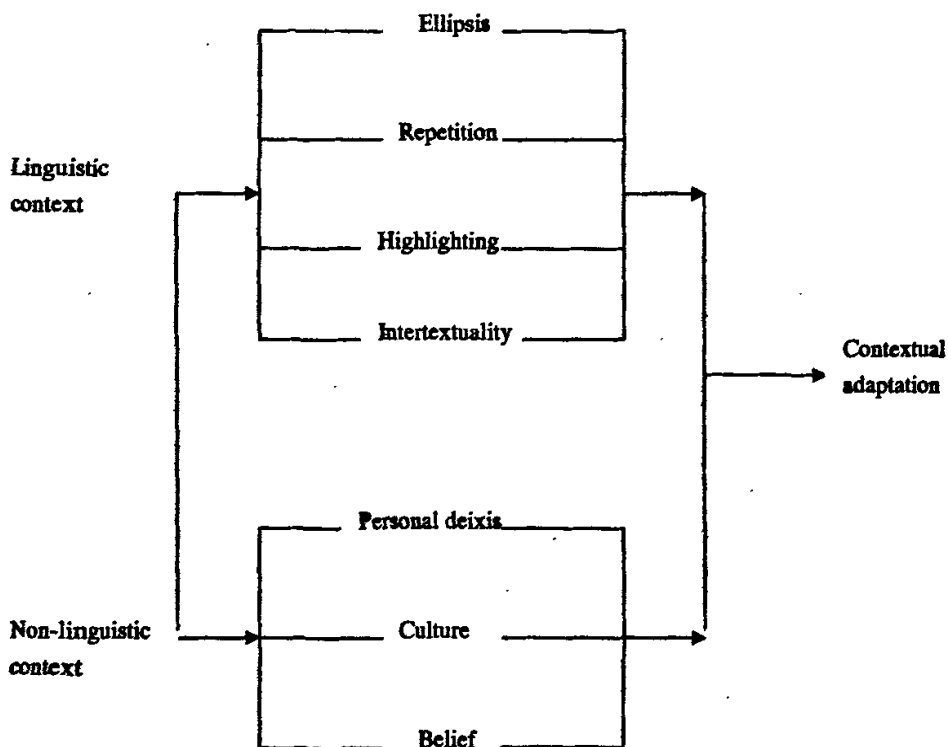


Figure 5.3 Factors of both linguistic context and non-linguistic context to achieve contextual adaptation

Obviously, in some FUOI data, both linguistic context and non-linguistic context are taken into consideration by the advertiser (see Figure 5.3), for example in Example 4.19 both the culture and highlighting are considered; in Example 4.14 the people's belief, culture and highlighting are taken into consideration.

At the same time, it is also interesting to find out that the advertiser uses homonym as well as quotation marks to achieve his purpose of highlighting in Type 1 while employs homophone and quotation marks to achieve his purpose of highlighting in Type 2.

It is clear that from the perspective of the advertiser, to achieve the purpose of persuading the audience into paying attention to his product and further buying the product, the advertiser's active adaptation to the customers' culture and belief should not be neglected. Besides the advertiser's use of person deixis, ellipsis, repetition, highlighting and intertextuality to adapt to his purpose of advertising should also be considered.

Furthermore, from the analysis of the FUOI data in these two types, now we can come to the conclusion that some of the contextual factors given by Verschueren in his contextual adaptation can be analyzed in the present FUOI data, thus to some degree, Verschueren's contextual adaptation perspective can be testified.

5.2.2 A perspective of pragmatic strategies

As one part of the theoretical framework, the generation of pragmatic strategies is discussed in Chapter Three (see 3.3.2). And in that section, through seven steps (see Figure 3.2), the author roughly classifies the pragmatic strategies used in the FUOI data into two big categories, namely, the form-unchanged type (Type 1) and the form-changed type (Type 2).

After a close study of the FUOI data in both Type 1 and Type 2, several specific pragmatic strategies can be found (see 4.4). And in Type 1 five different pragmatic strategies can be found while in Type 2 six pragmatic strategies can be found. More specifically, in Type 1, the following specific pragmatic strategies can be detected: using personification, using homonym, using pun, commendatory use of derogatory

meaning and using exaggeration; in Type 2, the following six specific pragmatic strategies can be explored: using personification, using homophone, commendatory use of derogatory meaning, using parody, using reverse order and using word-splitting (see Figure 4.2). And all these pragmatic strategies can be found in 普庆斌's (2002) paper (see 2.4.2) which to some extent makes the classification of pragmatic strategies in the present thesis plausible and testifiable.

From the above mentioned pragmatic strategies, both using personification and commendatory use of derogatory meaning are shared by these two types. And the pragmatic strategy of using homonym, using pun and using exaggeration can only be found in Type 1. Meanwhile the pragmatic strategy of using homophone, using parody, using reverse order and using word-splitting can only be analyzed in Type 2.

Similar to the advertiser's use of contextual factors, by using these pragmatic strategies (see Figure 5.4), the advertiser's purpose of advocating the product meanwhile persuading the audience into paying attention to his product and further buying the product can be well adapted and thus achieved.

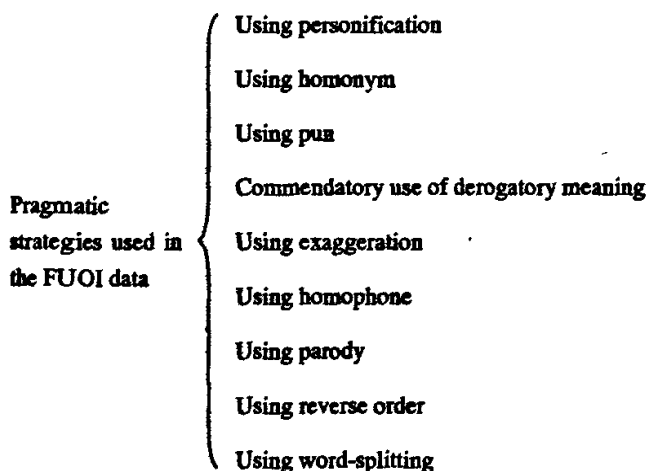


Figure 5.4 Pragmatic strategies used in the FUOI data

5.3 Implications

The present research on the FUOI in Chinese advertisements from the perspective of contextual adaptation not only presents us theoretical implications but also presents us practical implications.

5.3.1 Theoretical implications

In general, nearly all the previous studies focused on the flexible use of idioms discussed the flexible use of idioms as a whole (see 2.4). While in the present thesis, the discussion on the FUOI falls into two different types, namely, the form-unchanged type and the form-changed type. Thus it may add a different line of vision to the research into the flexible use of idioms.

On one hand, to have a better understanding of the FUOI in Chinese advertisements, a contextual perspective is needed. On the other hand, the present study of FUOI in Chinese advertisements from the perspective of Verschueren's contextual adaptation is of great theoretical significance, for it can test its interpretation power in Chinese advertisements.

5.3.2 Practical implications

First, all the pragmatic strategies discussed in the present study can offer some insights into the cultivation of good advertisers. As we know, the main function of the advertisement is to persuade. So its success lies in pleasing the potential consumers so that the customers are liable to buy one particular band of product. That being the case, high priority should be given to the effective and strategic use of language. For the use of pragmatic strategies in advertisements seems to be more eye-catching and persuasive and will probably lead to an effective communication.

Second, for advertisers, to attract the potential customers' attentions, both linguistic and non-linguistic context may be applied in the FUOI in Chinese advertisements. Since to some extent, the FUOI are cultural-loaded expressions, so in the process of advertising, the priority may be given to culture.

Third, for customers, especially the foreigners, to well understand the advertisers' implied meanings of the FUOI in Chinese advertisements, importance should not only be given to the study of language itself but also such as culture and belief should be taken into consideration.

5.4 Limitations and suggestions

5.4.1 Limitations of the study

Candidly speaking, the present study of FUOI in Chinese advertisements has not reached the point of satisfaction in various ways owing to the inadequacy of the author's personal understanding as well as the limitedness of relevant literature and the pressure of research time.

First, a major weakness with this research, possibly with all studies of a similar nature, is that the present study, to some extent, is subjective. Besides, only the qualitative research methodology is adopted.

Second, the data collected are only confined to linguistic level. As we know, in reality, an advertisement is usually combined with animation, pictures, colors, tones, intonations, music etc. Besides, only the commercial advertisements are discussed as the focus of the study. Thus the utility of the research findings is heavily restricted.

Third, the whole data used for this research mainly come from two books. Although still some data come from internet, magazines and newspapers, they only take up a very small proportion. And only 117 data are collected for the study. As a result, it is possible that some FUOI in Chinese advertisements can not be well explained from the findings of such an analysis.

Last but not least, only the social world, the mental world and linguistic context in contextual adaptation of Verschueren's adaptation theory is adopted as the theoretical framework. It means only part of the Verschueren's adaptation theory can be testified.

5.4.2 Suggestions for further studies

On the basis of the limitations given above, some corresponding suggestions will be recommended for further studies.

First, as is stated in the above, the present study, to some extent, is subjective. So to achieve objectiveness in the process of data analysis, a combination of qualitative and quantitative research methods is desired.

Second, animation, pictures, colors, tones, intonations, music and other nonverbal methods can be taken into consideration in data analysis. For these factors should not be neglected in the analysis of advertisements. Meanwhile non-commercial advertising can be taken as the subject of the study.

Third, it is suggested that the scope of the data should be extended so that a more comprehensible picture can be obtained. At the same time, the data which come from TV advertizing, radio advertizing, film advertizing and advertizing of other kinds can be also considered as the subject of the study.

Fourth, the whole adaptation theory can be employed as the theoretical framework of the study. By drawing upon this theory, the data interpretation and analysis will be more convincing.

Hopefully, putting an end to this thesis is not to be equated with sealing up the research. We hope for a more comprehensive interpretation and comprehension of the FUOI in Chinese advertisements.

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Appendix 1 Type 1: The form-unchanged type (45 items)

1. 与你的肌肤相亲相爱。(香皂广告)《广告语言》P74
2. 任劳任怨,只要还剩一口气。(轮胎广告)《广告语言》P74
3. 一毛不拔。(牙刷广告)《广告语言》P82
4. 万事俱备,只欠东风。(汽车广告)《广告语言》P86
5. 两面三刀。(菜刀广告)《广告语言》P87
6. 不打不相识。(打字机广告)《广告语言》P87
7. 出口成章。(口述记录器广告)《广告语言》P87
8. 吃不了,兜着走。(饭店广告)《广告语言》P87
9. 一夫当关,万夫莫开。(保险门广告)《广告语言》P109
10. 天天刷牙,坚忍不拔。(牙膏广告)《广告语言》P111
11. 项庄舞剑意在沛公。(酒类广告)《广告语言》P111
12. 有眼不识泰山。(泰山旅游公司广告)《广告语言》P112
13. 在每个关键部位向您大献殷勤。(内衣广告)《广告语言》P114
14. 长话短说,不在话下。(电信广告)《广告语言》P114
15. 明察秋毫。(眼镜广告)《广告语言》P119
16. 天涯何处无芳草。(芳草牌牙膏广告)《广告语言》P120
17. 一石激起千层浪。(钻石广告)《广告语言》P120
18. 劝君莫失良“机”。(寻呼机广告)《广告语言》P125
19. 外强中干。(相机保藏箱广告)《广告语言》P130
20. 高枕无忧。(防盗器广告)《广告语言》P130
21. 无中生有。(生发剂广告)《广告语言》P130
22. 一表人才。(钟表广告)网络
23. 千军易得,一将难求。(将军牌冰箱广告)网络
24. 无所不包。(饺子馆广告)网络
25. 白手起家。(石灰厂广告)网络
26. 当之无愧。(当铺广告)网络
27. 望眼欲穿。(某服装广告)网络

28. 虎丘味精，“鲜”为人知。(味精广告) 网络
29. 春风满面。(吊扇广告) 网络
30. 四大皆空——无色、无味、无菌、无尘。(矿泉水广告) 网络
31. 好人得好报。(报纸广告) 网络
32. 冠冕堂皇。(帽子广告) 网络
33. 停电 24 小时，依旧冷若冰霜。(冰箱广告) 网络
34. 挺身而出，展露女性最美的线条。(孕妇装广告) 网络
35. 不同凡响。(音响广告) 网络
36. 为脸面打抱不平。(药品广告) 都市消费报 A5 2005.6.30
37. “臭”名远扬，香飘万里。(臭豆腐广告)《广告金句鉴赏》P21
38. 不鸣则已，一鸣惊人。(蜂鸣器广告)《广告金句鉴赏》P114
39. 宝刀不老，王麻子菜刀乃厨房之宝。(菜刀广告)《广告金句鉴赏》P122
40. 热气腾腾，蒸蒸日上。(电饭锅广告)《广告金句鉴赏》P141
41. 装点不毛之地，迎候绝顶先生。(假发广告)《广告金句鉴赏》P168
42. 心花怒放，喜迎嘉宾。(花展广告)《广告金句鉴赏》P184
43. 读万卷书，行万里路。(徒步旅行广告)《广告金句鉴赏》P252
44. 虽然貌不惊人，却是满腹珠玑。(饺子店广告)《广告金句鉴赏》P258
45. 初生牛犊不怕虎。(出售小牛广告)《广告金句鉴赏》P391

Appendix 2 Type 2: The form-changed type (72 items)

1. 家有飞鹿，随心所浴。(热水器广告)《广告语言》P79
2. 路遥知马力，日久见“跃进”。(汽车广告)《广告语言》P88
3. 夏普办公机，“机”压群芳。(办公设备广告)《广告语言》P90
4. “咳”不容缓，请用桂龙。(药品广告)《广告语言》P90
5. 大石化小，小石化了。(药品广告)《广告语言》P90
6. 得“芯”应手——给电脑一颗奔腾的“芯”。(电脑广告)《广告语言》P90
7. 我只动口，不动手。(手机广告)《广告语言》P90
8. 你安居，我乐业。(房产广告)《广告语言》P90
9. 聪明不必绝顶。(生发剂广告)《广告语言》P90
10. 默默无“蚊”的奉献。(蚊香广告)《广告语言》P103
11. 一旦拥有，别无“锁”求。(锁广告)《广告语言》P110
12. “闲”妻良母。(洗衣机广告)《广告语言》P110
13. 身在“伏”中不知“伏”。(空调广告)《广告语言》P116
14. 专食人间烟火。(抽油烟机广告)《广告语言》P116
15. 书山有路勤为径，学海无涯笔作舟。(铅笔广告)《广告语言》P117
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