廣告標語中的「雙關」語辨析
—以「廣告流行語金句獎」為例

許逸如

（國立成功大學中國文學研究所碩士班二年級）

摘要

一則好的廣告，除了具有商業價值，也是一門藝術。廣告的元素很多，圖象、聲音、文字......等都是，但不論是藉由電視、平面或網路，「廣告標語」（slogan）都是其中的靈魂，一般人常以「修辭學」辭格角度來討論「雙關」廣告標語，本文意圖擴展視角，用結構語言學探論「雙關」廣告之詞義特殊性。本文將廣告標語中的「雙關」分三個層面：「語音雙關」（homonymic pun）、「詞義雙關」（lexical pun）與「句義雙關」（syntactic pun），每則雙關廣告，幾乎都可用這三個結構探論。

漢語的同音、近音詞數量龐大，故廣告標語以「語音雙關」為大宗；運用漢字的本義、引申義轉換以製造雙關，亦是廣告標語的常用手法，即為「詞義雙關」；「句義雙關」則指「同調的語句，因語法結構的不同而產生歧義」，廣告標語的雙關修辭與語音、詞義、句義密不可分。

廣告標語數量龐大，但品質參差不齊；本文選定第一屆至第十九屆「廣告流行語金句獎」為例。這些標語已經過專家人士篩選，以之為研究對象，分析其獨到、成功之處，不僅是語言與文化緊密結合、碰撞出的珍貴教材，亦可從中找尋成功廣告標語的特色與原因。經由分析，本文得出主要結論有二：一、雙關修辭語義豐富且響亮，最適合介紹產品特色；二、標語品名雙關置入性行銷，最令觀眾印象深刻。

關鍵詞：廣告金句獎、雙關、語音、詞義、句義

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An Analysis of the Advertising “Pun” Slogan
— Using “The Best Advertising Slogan Awards” as examples

Hsu, I-Ju

Abstract

A good advertisement not only has a commercial product, but also an art. There are many aspects existing in the advertisement, but “slogans” always plays an important role. The “pun” was always described as a the rhetoric “figure”, we try to analysis it into the structurism. In this research, we classify the “puns” in three ways: the homonymic pun, the lexical pun, and the syntactic pun. The most common way to create the “puns” is the “homonymic”, because there are a large number of homophones in Mandarin; by using the Chinese character’s different meanings, also the good way to create puns. We call them “lexical pun”. The syntactic pun is the most complicated way, it’s inseparable from homonymic and lexical puns.

There are thousands of advertising slogans per year. This research takes “The Best Advertising Slogan Awards”, chosen by professionals, period from 1994 to 2013, as a analyzing corpus. We expect to find the reason why those were so successful. We find some study conclusion:

(1) The principal purpose of using “puns” is to introduce effectively the commodity;

(2) The linking tightly with the merchandise and its names is the most effective of pun.

Keyword: advertising, slogans, pun, homonymic, lexical, syntactic, The Best Advertising Slogan Awards