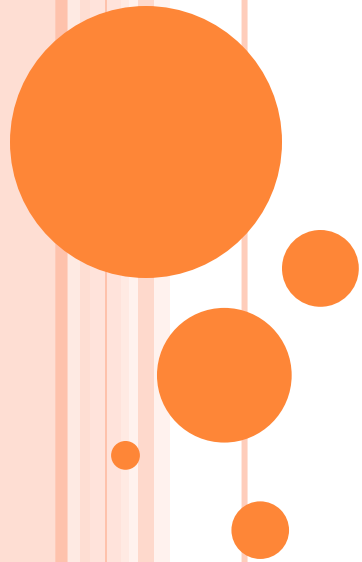


# Pun



# What is pun?

The pun, also called **paronomasia**, is a form of wordplay which suggests two or more meanings, by exploiting multiple meanings of words, or of similar-sounding words, for an intended humorous or rhetorical effect.



# A LITTLE THEORY

- ? A popular literary device
- ? Also known as **WORDPLAY** and **PARANOMASIA**
- ? Similar-sounding words
- ? humorous effect via varieties of meaning
- ? Uncertainty and ambiguity of words
- ? Use of homonyms and homophones
- ? Multiple correct interpretations
- ? Seen as in-jokes and idiomatic expression
- ? Specific to a culture



# TYPES

Homophonic

Homographic

Homonymic

Recursive

Visual

Compound

Bilingual



# VISUAL PUNS

1. *The use of a symbol in such a way as to suggest two or more meanings or different associations*

2. *The use of two symbols of the same or nearly the same appearance or sound with different meanings*



# VISUAL (PICTORIAL) PUN WITH NO TEXT

- ? the pictures occur without any verbal accompaniment.
- ? is a way of combining images to create a pun











# VISUAL PUN WITH SYMBOLS

## ? *Characteristics*

Use of a visual symbol that has the same meaning as the word it replaces





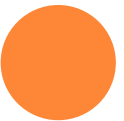
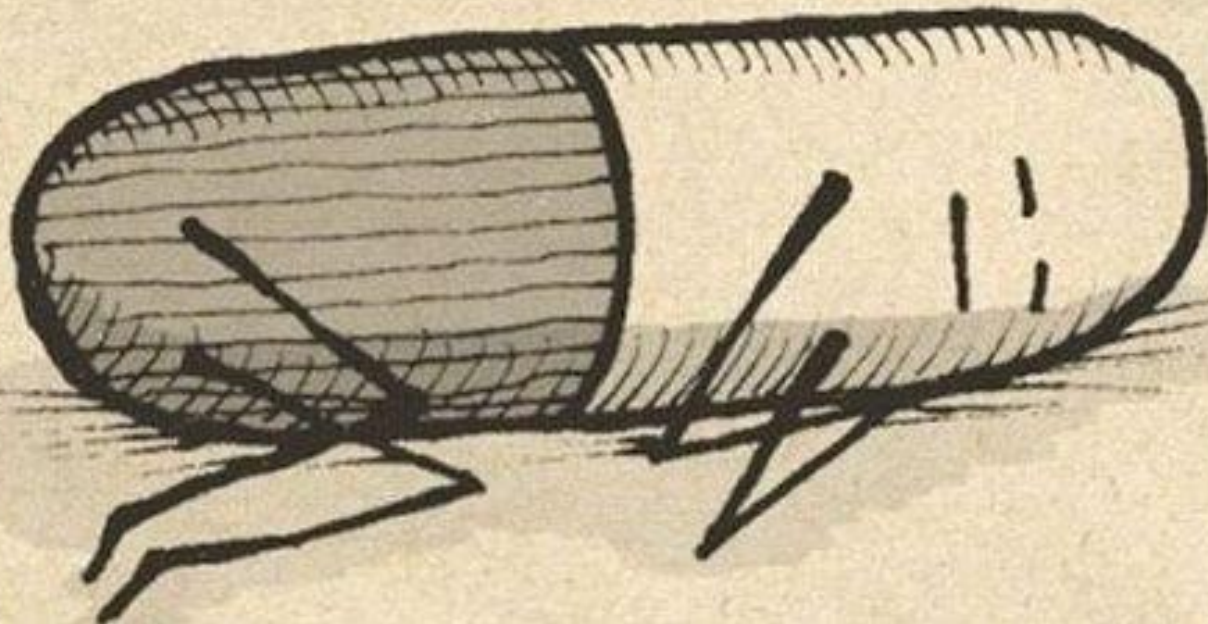
# VERBO-VISUAL PUN WITH TEXT AND IMAGE

## ? *Characteristics*

when the visual effect works together with the verbal in creating a visual pun.



# SLEEPING PILL



TAKE IT  
CHEESY





**YOU RULE!**

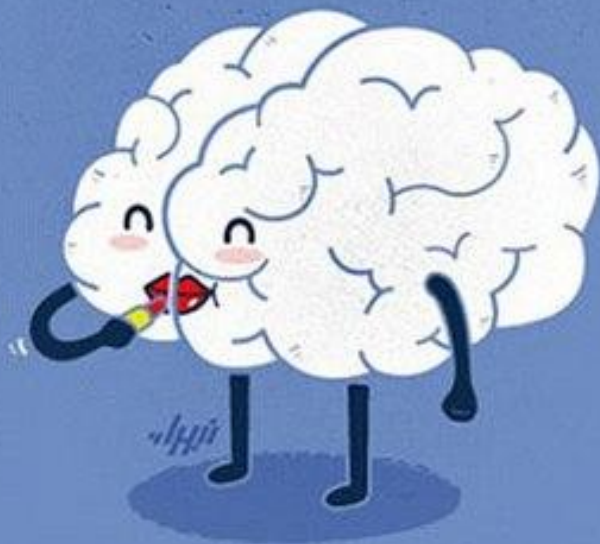


WHY MUST YOU  
MAKE EVERYTHING SO  
COMPLICATED?





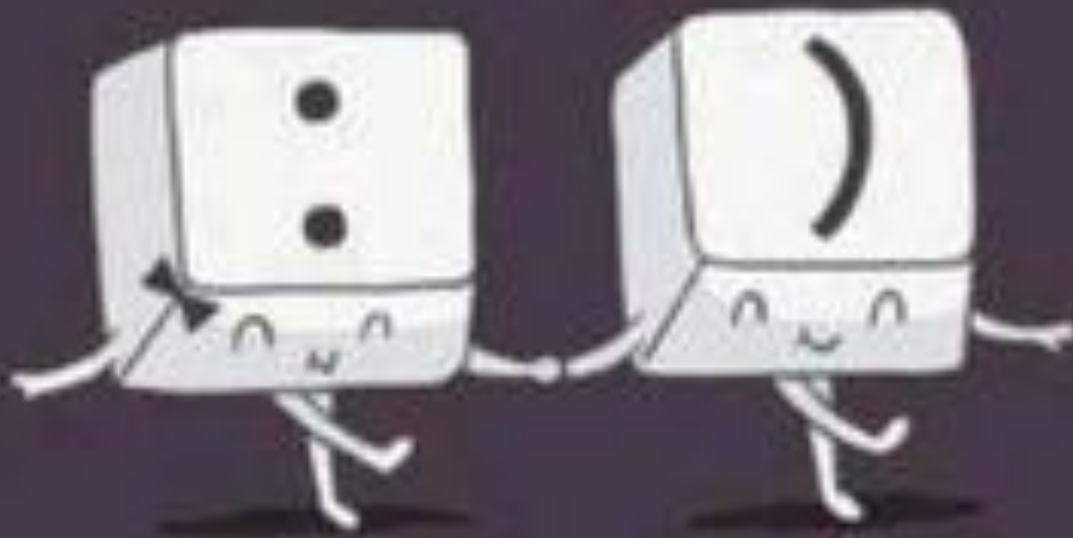
# MAKE UP YOUR MIND





INSTAHAM





**THE KEYS TO HAPPINESS**





*“star-bucks”*



# BILINGUAL PUN

- ? A **bilingual pun** is a pun created by a word or phrase in one language sounding similar to a different word or phrase in another language.
- ? Bilingual puns are often created by mixing languages.



DO YOU WANT TO  
TACO 'BOUT IT?

IT'S NACHO  
PROBLEM.



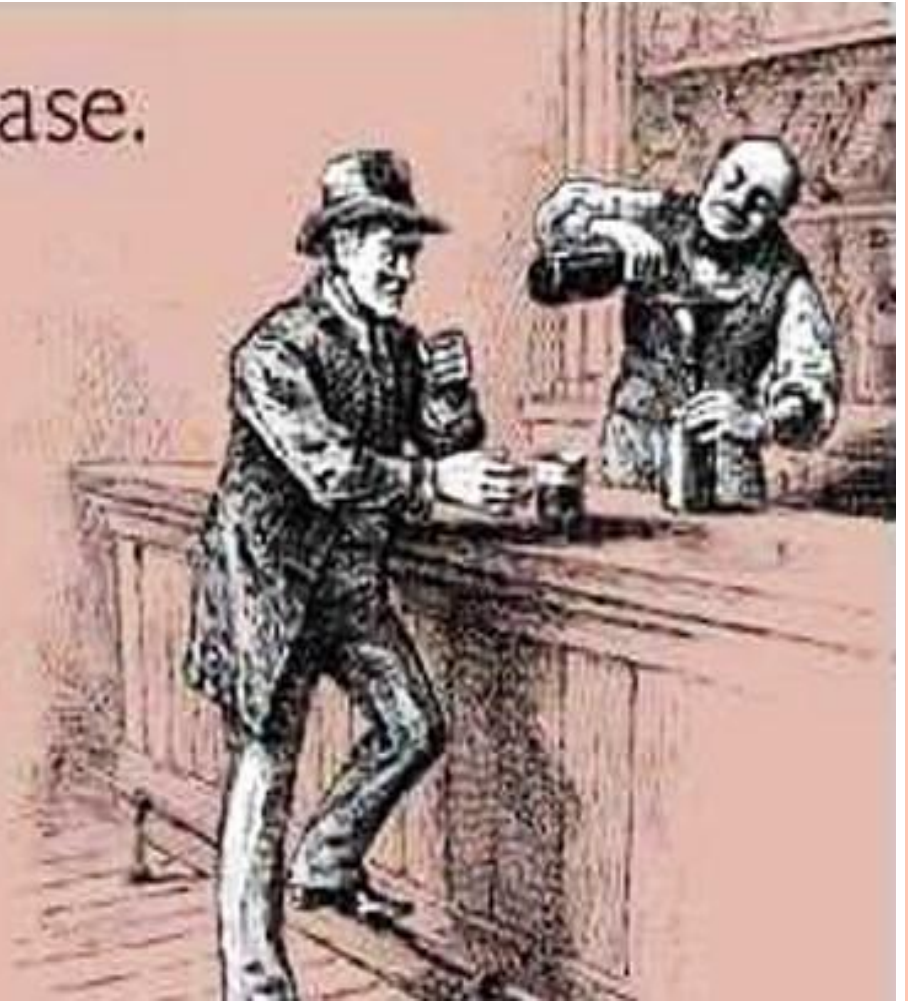


Hi!

Haaai?!?

©Disney Enterprises, Inc./Pixar Animation Studios

- Two martinis, please.
- Dry?
- Nein, zwei









**TEA AMO**

**SPECIALITY HEALING TEAS**

**ORGANIC • CAFFEINE FREE**

**AWARD WINNING TEA**



degr



That is alles



THANK  
YOU!

