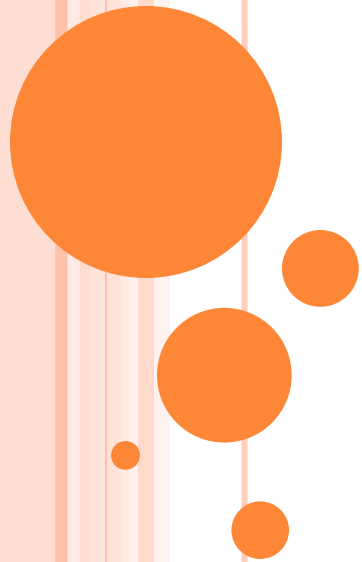


Pun



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*

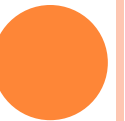
2. *The use of two symbols of the same or nearly the same appearance or sound with different meanings*



VISUAL (PICTORIAL) PUN WITH NO TEXT

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







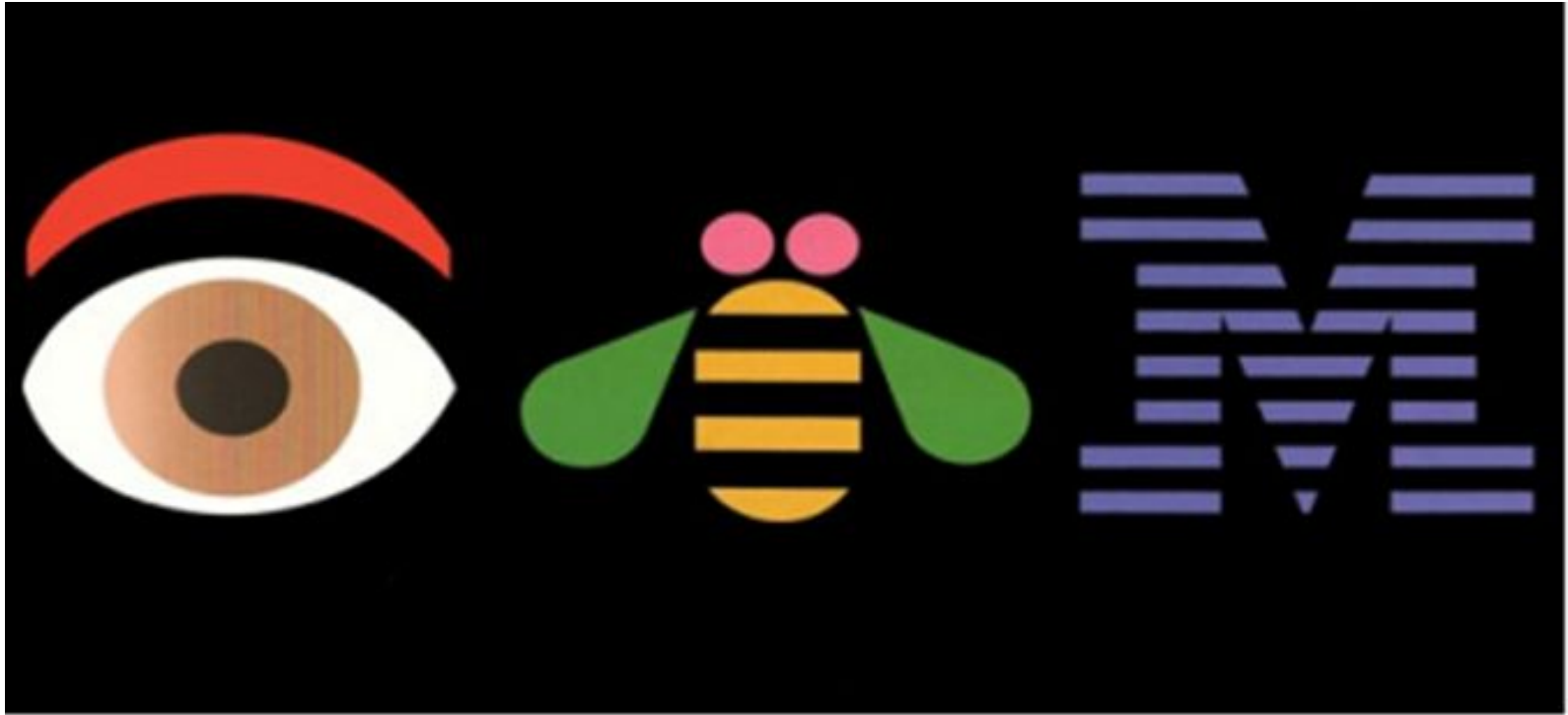


VISUAL PUN WITH SYMBOLS

? *Characteristics*

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





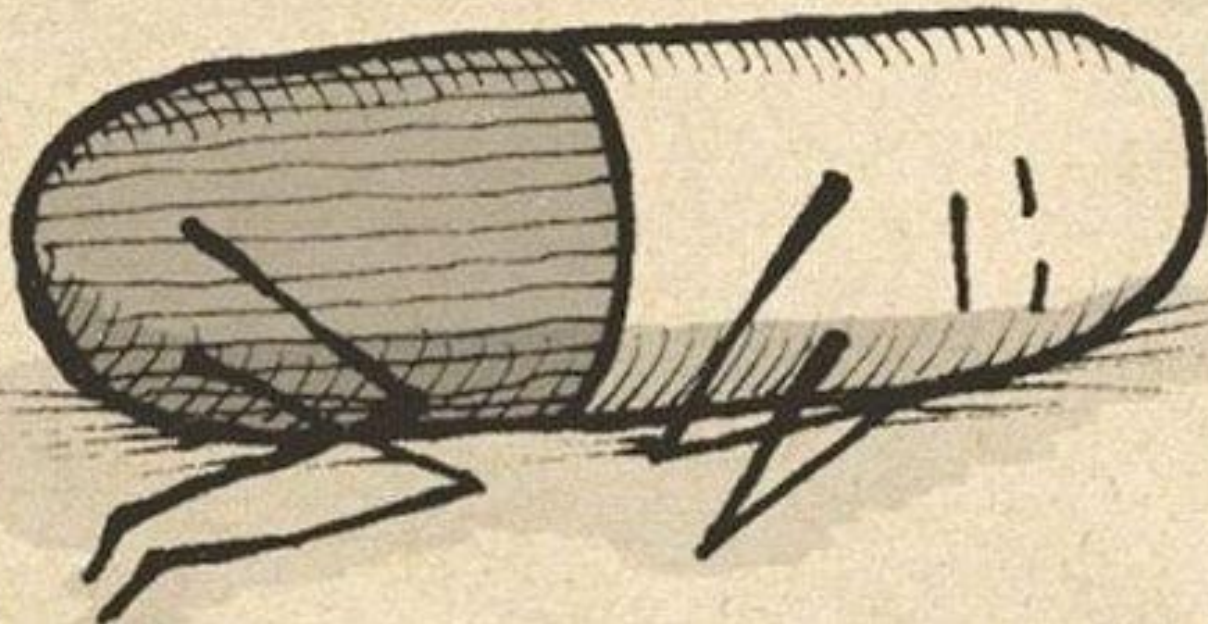
VERBO-VISUAL PUN WITH TEXT AND IMAGE

? *Characteristics*

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



SLEEPING PILL



TAKE IT
CHEESY





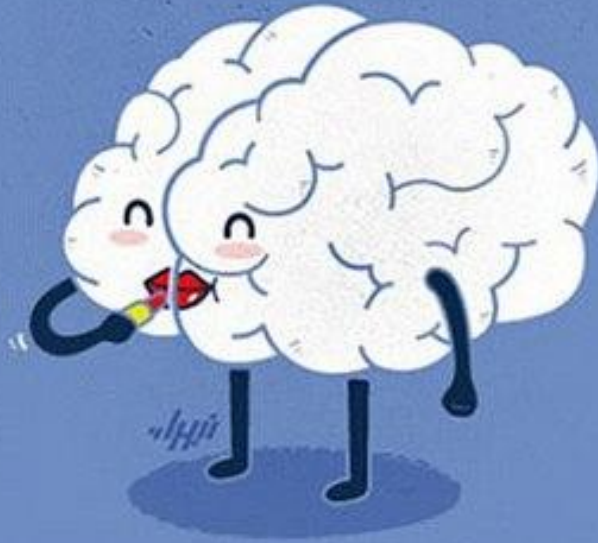
YOU RULE!



WHY MUST YOU
MAKE EVERYTHING SO
COMPLICATED?



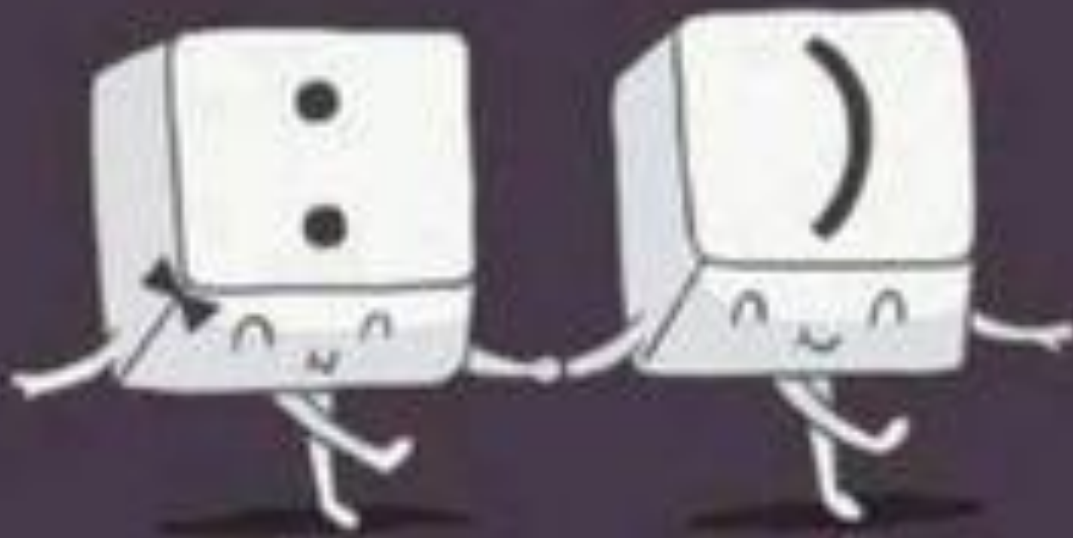
MAKE UP YOUR MIND





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?!?

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







TEA AMO

SPECIALITY HEALING TEAS

ORGANIC • CAFFEINE FREE

AWARD WINNING TEA



degr



That is alles





THANK
YOU!

