

语言与文学

从言语行为理论分析广告英语

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摘要:

从语用学角度来看,广告是广告商与受众之间单向的、公开的、目标取向的交际活动,起着提供信息与说服消费者采取行动购买宣传的产品或者服务的功能。依据Austin的言语行为理论三分说和 Searle的间接言语行为理论,述评广告英语的文体特征,解读广告英语的语用特征,从而为英语广告话语分析和广告翻译提供一种语用学视角。

关键词: 广告英语 言语行为三分说 间接言语行为 等效翻译

Analyzing Advertisement English Based on Speech Act Theory

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Abstract:

In pragmatic terms, advertisement is viewed as a uni-directional, public and goal-oriented communication between the advertisement producer and the audience, aiming to offer information and persuade the consumers into taking action to purchase the publicized products or services. On the basis of elaboration of the stylistic features of advertisement English, the paper analyzes specific examples according to tripartite speech act theory proposed by Austin and indirect speech act theory advanced by Searle, and thus provides a pragmatic perspective for advertisement discourse analysis and advertisement translation.

Keywords: advertisement English tripartite speech act theory indirect speech act equivalent effect translation

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