

Comparison of Vocabulary in Chinese and English Advertising Language*

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Abstract—As the combination of advertising and language, Chinese advertising language and English advertising language have many similarities and differences in vocabulary expression. This paper holds that there are significant differences and similarities in the creation of new words, the use of exotic vocabulary, the use of abbreviations and the use of new words in Chinese and English advertising language. Recognizing this will help the Chinese and English advertising language make good use of vocabulary features to make the creation and publicity in foreign countries, better adapt to the language, culture and living habits of the target country, and attract the attention of consumers, so as to achieve the purpose of liking and purchasing goods and services.

Keywords—advertising language; vocabulary; comparison

I. INTRODUCTION

Advertising language refers to the language and text information in advertising, including verbal language and text information, that is, voice, words, sentences, characters, punctuation marks and text graphics in advertising. Advertising language is the core of advertising and the main part of advertising. It can enhance the artistic charm of advertising and help the advertising sellers to promote their products. According to the test of American authoritative investigation organization, 50% - 75% of advertising effect is produced by advertising language.

Advertising language is not only a part of advertising, but also a part of language, which has the dual characteristics of advertising and language. The commercial characteristics of advertising require that advertising language, as the carrier of corporate and brand culture and information, has the function of attracting advertising audience, transmitting information of goods and services, and stimulating the audience to buy goods and services. The language characteristic of advertising language requires that it should abide by the principles and norms of language when it is publicized to the audience. Therefore, the Chinese and English advertising language should not only accurately express the commodity characteristics and cultural connotation that the advertisers want to convey, but also take into account the language characteristics and habits of the target countries. Vocabulary

*Project: This paper is funded by the "Comparative Study of the Characteristics of Chinese and English Advertising Languages" of the School of International Education of Capital University of Economics and Business.

is the most sensitive and flexible part of the language, and also the fastest changing part. In terms of advertising words, some methods are adopted to select the vocabulary that can best express the characteristics of advertising products, which can more accurately, vividly and vividly show the product performance, so as to attract and impress consumers. Due to different historical development process and material environment, China and the West have different cultural traditions, life customs and ways of thinking. There are many similarities and differences in the use and creation of advertising vocabulary. In summary, there are the following points:

II. CREATING NEW WORDS

English belongs to fusional language, which has rich morphological changes. Therefore, in English advertisements, two or more words are often put together. It usually misspells, adds with the prefix and suffix, or changes the morphology to increase the novelty of words, so as to attract consumers. For example, it often adds "er", "st" and "ex" to form new words:

- Example 1: Iced Tea and Run !?! Meet theTeatotaler. (冰茶加朗姆酒) The word "teatotaler" consists of "tea +total +er".
- Example 2: The Orangmostest Drink in the world.

Here, "Orangemostest" is the combination of "orange + most + est". "Most" and "est" often represent the highest level. Together with "orange" and "drink", it represents the high quality and purity of fruit juice.

The "ex" often appears in trademark advertisements of products. The "ex" often makes people associate with "exllent". For example, the name of a drug is "Hedex (painkiller for headache)", and the name of a glass cleaner is "Windex".

Misspelling the word is also a common way to innovate new words in English advertisements. For example, an advertisement "TWOGETHER The Ultimate All Inclusive One Brice Sunkissed Holiday" that provides couples with vacation travel adds a "W" to "together" and misspell it as "Twogether", which is intended to emphasize the happiness of couples enjoying their vacation.

Chinese is an isolated language, which is based on Chinese characters, with limited syllables and a large number of Chinese characters. In Chinese, there are more than 9000 syllables with four tones, but there are more than 90000 Chinese characters. The reason is that the relationship between Chinese characters and their pronunciation is not as close as that in English. The new Chinese characters are not based on the new pronunciation, but on the changes of their glyphs, which cause the changes of their meanings. The innovation of words is achieved by combining different Chinese characters.

"Nonce word" is a word created temporarily by imitating some words. There is a reimbursement fee for advertising. In order to save advertising time, advertising will use the shortest words to express the most abundant content, which is probably the reason for the generation of nonce word. For example, the Coca Cola advertisement is as the follow: "Coca Cola, uncovering the golden cover to drink freely and win (nonce word), uncovering the cover has the opportunity to win 200 million drinks nationwide, come and win". There has the word "drinking" in people's daily life. It often says, "It's hard to get together. We'll have a drink tonight." "Drinking" means "drinking well". It imitates "drinking" to create "winning", which means that people can win while drinking happily. "Nonce words" often appear at the same time with the imitated words, making the language expression more fluent, novel and lively.

Imitation of idioms is also a common way to innovate advertising words. It is not only a way of voice innovation, but also a common way of word innovation.

Idioms and proverbs are fixed and qualitative language phenomena. Generally speaking, they cannot be changed at will. But in a specific context, in order to produce new ideas, there can also be flexible usage. For example, in Chinese proverbs, there is a saying "providing wide opportunities for airing views". For specific needs, someone wrote the following sentence: "providing wide opportunities for airing views, choosing talents regardless of one pattern". Among them, "providing wide opportunities for choosing talents" is called the flexible use of idioms. This kind of flexible use not only keeps the concise and comprehensive features of idiomatic language, which is repeatedly refined, but also expresses new ideas in an extraordinary way. English advertisements also make full use of idioms to make full use of this technique:

- Example 3: When it pours, it reigns. (酒具一倾, 满座无声。)
- Example 4: Seven days without 7-up make one week. (七天不喝七喜, 就会浑身乏力。)

Example 3 is the advertisement of crystal wine utensils, which makes use of the English idiom "when it rains, it pours". After the advertiser skillfully changed the original idiom's position, he also used a homonym reigns to replace the original word rains, which not only retained the grammatical structure of the original idiom, but also did not damage the memory value of the original idiom, and gave birth to new attention value because of the fusion of new

semantics. Example 4 is a beverage advertisement, which is a flexible use of the proverb "seven days makes one week". Its flexible method is divided into two steps: one is to add "without 7-up" after the subject of the original idiom; the other is to change the original "week" into the homonym "week". These two changes can make the advertisement have flexible and witty effect, making people can't help laughing and adding interest and attraction.

Idioms in Chinese are used flexibly as follows:

- Example 5: Cough cannot be slowed down, please use Guilong. (Guilin Kechuaning)
- Example 6: Gree 1 Hz variable frequency air conditioner, leading the way in energy saving "1". (Gree air conditioner)

The big gall-stone can be changed into the small one, and the small petrochemical will disappear. (Danshu capsule)

Idioms often have puns when they are used flexibly. "刻不容缓" (No time to delay) is flexibly changed as "咳不容缓" (cough can't be delayed) in drug advertisements, emphasizing the urgency of cough cure. "一路领先" (leading all the way) is flexibly changed as "1路领先" (1 Hz leading all the way), emphasizing the primacy of Gree. "大事化小、小事化了" (disguising a major accident as a minor one, disguising a small accident as nothing) is flexibly changed as "大石化小, 小石化了" (The big gall-stone can be changed into the small one, and the small petrochemical will disappear), making consumers feel more comfortable and believe in the effect of Danshu capsule.

III. USE OF EXOTIC WORDS

In order to enhance the effect of advertising, exotic words are often used to highlight the characteristics of products and advertising personality. In order to make products more international in Chinese advertisements, English words are often used to express some commercial demands of advertisers. For example,

- Example 7: "ARTISTRY" artistry whitening essence breakthroughs 8 light sense, using two hundred technology to light tens of millions of cells and fell the powerartistry from inside."

"The new dove combines the refreshing and moisturizing of the golden ratio. Go Fresh breakthrough nutrition moisture technology, awakening the senses and moisturizing the skin."

These two advertisements could have translated these English words into Chinese words for expression. However, it may be that the advertisement creators use English words directly to show international products and leading technologies. Some products related to "English education" integrate English vocabulary into the advertising language, such as "so easy" in the "BBK point reading machine" and "so happy" in the "Okii baby computer", which makes the advertising language fashionable, novel and personalized. Some English words have been used in daily life, such as "high" and "visa", will not be left in advertisements. Therefore, the integration of new words and expressions into

advertising can reflect the fashion and leadership of advertising products. Especially, attracting young people who pursue fashion trends is the most prominent feature of advertising language vocabulary.

French and Spanish are often used in English advertisements. For example, there is a French soft drink advertising "Order it in bottles or in Cans. Pettier... with added je ne sais quoi." It uses a simple French "je ne sais quoi", which means "worthy of the name", indicating that this drink is from France, reflecting its French flavor, increasing its novelty and attractiveness.

IV. THE USE OF ABBREVIATIONS

With the rapid pace of life, people's requirements for words are also simple, and "words" are concise and comprehensive. Therefore, abbreviations are also very popular in Chinese and foreign advertising language. In English advertisements, words are often abbreviated to the well-known alphabetic codes. For example, this house is for sale or rent. "Furnished Edinburgh Court, 426 Argyle St. 1st floor, 1630sq. ft. 4 bedrooms with dining and living room 8. prive garage. Sale at \$ 13000 rent 1400, Tel. 38954 office time or 23784", "saint, square, feet, private, telephone" are abbreviated to "St., sq., ft., prive, Tel. In Chinese advertisements, three or more words are often abbreviated into disyllabic words, and the disyllabic words are no longer abbreviated into monosyllabic words. For example, "plateau reaction" can be abbreviated to "high reaction" and "China national aviation corporation" can be abbreviated to "Air China". Ge You also said, "It's safe to buy car insurance, with big brand, quick claim settlement." "Automobile insurance" is abbreviated to "car insurance".

V. USING NEOLOGISM OF THE YEAR

Neologisms are the most active outer layer of language. They reflect the new development of social life, economy, science and technology and other industries. Using neologisms to express the content of advertisements is easy to attract young people who pursue fashion trends and attract their attention and interest in advertising products. For example, the advertisement of Volkswagen conceptual car is "magic is floating cloud"; the advertisement of Chevrolet car is "being careful, holding yourself"; the advertisement of Maybelline cosmetics is "BB control"; the advertisement of hotel advertisement is "not eating chicken tonight, eating chicken in hot pot" (fashion language, non-specific people don't understand).

Neologisms can embody the fresh and fashionable idea of advertising products, which is an indispensable innovation method in today's advertising. This kind of advertisement is generally a product closely related to young people's life, work, entertainment, etc.. The use of Neologism can better grasp the hearts of young people who have self-awareness, pursue innovation and oppose the drift, take root in the camp of young people, and win their praise and favor.

VI. CONCLUSION

Words are the most basic unit used in language, which can vividly show the characteristics of things, being rich in appeal and rendering power. This makes them play an important role in showing the artistic charm of advertising language. Chinese and English have both similarities and differences in the use of words of advertising language. People should pay attention to these aspects in translation and creation, better adapt to the culture and language habits of the target country, attract consumers to buy goods, and do a good job in corporate brand and cultural publicity.

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