

<<英汉双关的认知语用研究>>

图书基本信息

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内容概要

语用学和认知语言学是语言学中的两个重要分支。

艾琳编著的《英汉双关的认知语用研究》从语用和认知的视角，对英汉双关的异同提出了独到的见解，对英汉双关的认知理解模式做了有益的探索。

《英汉双关的认知语用研究》资料翔实，例证丰富，可读性强，对语言学的研究者和修辞学的爱好者都具有较高的参考价值。

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作者简介

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2004年和2007年分别获得上海外国语大学“英语语言文学”硕士学位和“外国语言学及应用语言学”博士学位。
研究兴趣包括：对比语言学、认知语言学、语用学，旁涉翻译学和跨文化交际。
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Chinese shuangguan , is one of the linguistic forms invariably loved by the Chinese people. Many Chinese thetorticians such as Zhang Gong (1963) , Chen Wangdao (1979) , Ni Baoyuan (1980) , Wang Xijie (1993) consider shuangguan , to be a very effective and useful trope and set a high value on it. Among them , Ni Baoyuan (1980 : 267-269) presents a detailed description about the various rhetorical functions of shuangguan. First of all , Ni Baoyuan points out that shuangguan is highly economical , because it can bring together two meanings by means of a single word or sentence. The exploitation of shuangguan is conducive to the conciseness of language style. This viewpoint is generally agreed upon among all the Chinese thetorticians.

Second , Ni Baoyuan says that shuangguan as a prominent form of wordplay may function either to amuse or to verbally attack. When it is used to express praises , it can more often than not create humor and vividness , thus enhancing rapport indirectly. The following example will suffice to illustrate this.

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