

# A cognitive model of bilingual punning

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Puns represent a particularly creative form of wordplay found in literary work, advertising, but also in the print media. Although they are much less popular in Germany than in Britain and the US, Görlach (2003: 30) observes a greater susceptibility to use them if they are built on a *bilingual* play which exploits German as the local and English as the prestigious global code. However, there are but a few contact-linguistic and humour studies (also) looking at this phenomenon (cf., e.g., Nash 1985: 145 f., Chiaro 1992: passim, Görlach 1994; Koll-Stobbe 2000: 15-20; Stefanowitsch 2002, Onysko 2007: 312). Especially its cognitive dimensions remain open to further analysis.

Thus, this paper proposes a cognitive model, looking at the processing demands both producers and recipients are faced with in German-English bilingual punning. For this I will implement the concept of *code-blending*. The study will be based on a corpus of current German press language, composed of 'Der Spiegel', 'Die Zeit' and 'Sueddeutsche Zeitung'. The model also considers the specific conditions of punning in the written code, e.g. the role of orthography and typographical means.

## References

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