

NEW EDITION OF LANGUAGE & KNOWLEDGE ON GRAPHIC COMMUNICATIONS

新 编

印刷专业英语

NEW EDITION OF LANGUAGE
& KNOWLEDGE ON
GRAPHIC COMMUNICATIONS

程常现 编译

(英汉对照)

印刷工业出版社

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内 容 提 要

本书采用英汉对照方式。所述内容涉及了印刷专业各个领域,包括印刷发展简史、信息传播原理、版面设计、原稿准备、文字排版、图像处理、制版、印刷、印后加工和办公室复印、印刷材料及印刷管理等。

本文主要用于与印刷专业有关的各方面人员学习印刷专业英语,也可作为印刷院校专业英语教材或教学参考书。

本书适于读者自学。

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前 言

自本书的前身——《印刷专业英语》于 1993 年出版以来,信息时代的新技术革命促使印刷技术发生了前所未有的深刻变化。原书中论述的印刷工艺原理,尤其是印前技术不断地被新的工艺与技术所取代。对原书内容进行修改与充实,适应即时乃至今后一定时期的需要一度成为作者的迫切愿望。《新编印刷专业英语》在原书四次印刷后又能与读者见面,应当感谢印刷工业出版社的大力支持与帮助,同时感谢广大读者多年来对于原书的认可与厚爱,这也是我继续编纂它的动力源泉。

此次改编后,除了每篇课文仍保留原来的五个部分,即:

1. 学习提示(Objectives);
2. 专业词汇(Terms to know);
3. 正文(The text);
4. 课后练习(Test your knowledge);
5. 汉译文(Chinese version);

又增加了第六部分内容,即:

6. 阅读及翻译练习(Read and try to translate)。该部分阅读材料的选编都尽量与主课文相关或者是主课文内容的扩展与延伸。

新编本的英文名称取作《New Edition of Language and Knowledge on Graphic Communications》,因为它继续保持了帮助读者学习科技英语,兼得了解印刷专业知识的双重特点。

诚恳欢迎广大读者给予批评指正。

编 译 者
2002 年 1 月

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CHAPTER 1.

INTRODUCTION TO THE GRAPHIC COMMUNICATIONS^①

1. THE GRAPHIC COMMUNICATIONS INDUSTRY OF TODAY

Objectives

When you have completed this unit, you will be able to:

1. Identify at least ten products produced in their entirety by the graphic communications industry.
2. Identify at least nine products made by other industries with the help of the graphic communications industry.
3. Explain why products are printed.
4. Define the terms *communication* and *graphic communication*.
5. List at least ten business enterprises and/or occupations that are part of the graphic communications industry.
6. Describe the services that are provided by a book publishing company.
7. Explain why the graphic communications industry is one of the most important industries in the world.

Terms to Know^②

Here are some of the words you will need to understand before reading this unit. If the meaning of a word is not clear to you, look it up in the Glossary in the back of this book.

message

graphic communication

publisher

communication

compositor

artist

① Graphic communications, graphic arts 和 printing 中文都译作“印刷”，这不仅说明了某种情况下英文术语的多变性，同时也反映了印刷科技发展的不同历史阶段。

② Terms to know 下面一段话每节中都相同，且易理解，在译文部分未译出。

ITS PRODUCTS ARE ALL AROUND US

When we think about an industry, we generally think in terms of its major product or products. The steel industry produces steel and the automotive industry, automobiles. But what does the graphic communications industry produce? The answer is *things that are printed* or related to the printing business, such as paper, inks, films or bindings.

Printed products are all around us. Books and magazines, newspapers and catalogs, maps and charts, posters and brochures, stamps and paper money are some examples of products produced in their entirety by the graphic communications industry.

Printing plays a key role in the generation of products produced by other industries as well. For example, textiles, wallpaper, toothpaste tubes, soft drink cans, candy wrappers, oranges and baseballs all contain printed images. Even the circuits used for electronic devices such as calculators and television sets are printed.

When we use the term *graphic communications* as an alternative of *printing* or *graphic arts*, We also extend the product scope of printing industry. Satellite communication of documents, computer generated images, monitor display of words, etc. are considered as a part of graphic communications products.

The list of products in whole or in part by the graphic communications industry is almost endless. Think about it. Printing is all around us.

ITS PURPOSE IS TO COMMUNICATE

Most printing is done in order to convey a message from one person or group of people to another. Newspapers, books, magazines, catalogs, greeting cards, labels, and business forms are all examples of printed products used for this purpose. They all contain messages. When a message is sent by one person and received by another, *communication* takes place.

Printed messages are graphic or visual in form. They are made up of symbols, drawings, and photographs. Communication through the use of printed images is called *graphic communication*. The primary purpose of the graphic communications industry, then, is to produce products that communicate graphically.

SCOPE OF THE INDUSTRY

This book is a product of the graphic communications industry. Several individuals and business enterprises played an important role in its creation. Together these individuals and enterprises represent the scope of the industry. So let's now take a brief look at how this book was produced.

The main purpose of this book is to help you learn scientific English on graphic communications. It deals with the organization, tools, materials, and processes of the graphic communications industry. The content, or message, of this book was developed by the author after consultation with the publisher.

The publisher provided design and editorial assistance and managed the production and sale of the book.

Type had to be set by the workers that specialize in type composition. They are called

compositors or *typesetters*. Illustrations were gathered. Artists created drawings and photographers made photographs.

The assembled type, artwork, and photographs were sent to a printer, who made plates, and printed the pages. The printer then sent the pages to a bindery where they were folded, sewn together, trimmed, and encased in a cover.

The author, editor, publisher, compositor, artist, photographer, printer, and binder all played an important role in the creation of this book. Supplies such as paper and ink products and printing equipment were needed as well. The graphic communications industry encompasses a wide range of occupations, activities, and enterprises.

SCALE OF THE INDUSTRY

Graphic communications industry is one of the most important industries in the world. Like food, clothing, shelter and transportation, graphic communications are also considered as a basic necessity of human life. The industry has the largest number of establishments in any manufacturing industries though most of its firms are small- and medium-sized. Its companies are located throughout the world especially in and around areas of high population and industrial development.

In terms of the value of all products and services sold, the number of persons employed and the annual payroll paid by the industry, it has achieved tremendous expansion in the past decades. As world's economy grows, it is expected to have still greater development in the years to come.

Test Your Knowledge

1. List ten items produced entirely by the graphic communications industry.
2. Identify nine products that contain printed images and are produced by industries other than the graphic communications industry.
3. Explain the primary reason for producing newspapers, books, magazines, and almost all other printed products.
4. Define the terms *communication* and *graphic communication*.
5. List ten business enterprises and/or occupations that are part of the graphic communications industry.
6. Describe the role of a publishing company in creating, producing, and selling a textbook.
7. What is the reason that the graphic communications industry is one of the most important industries in the world?